

AMERICA'S PIN-UP QUEEN---

ARCHIE  
SERIES

NO. 3

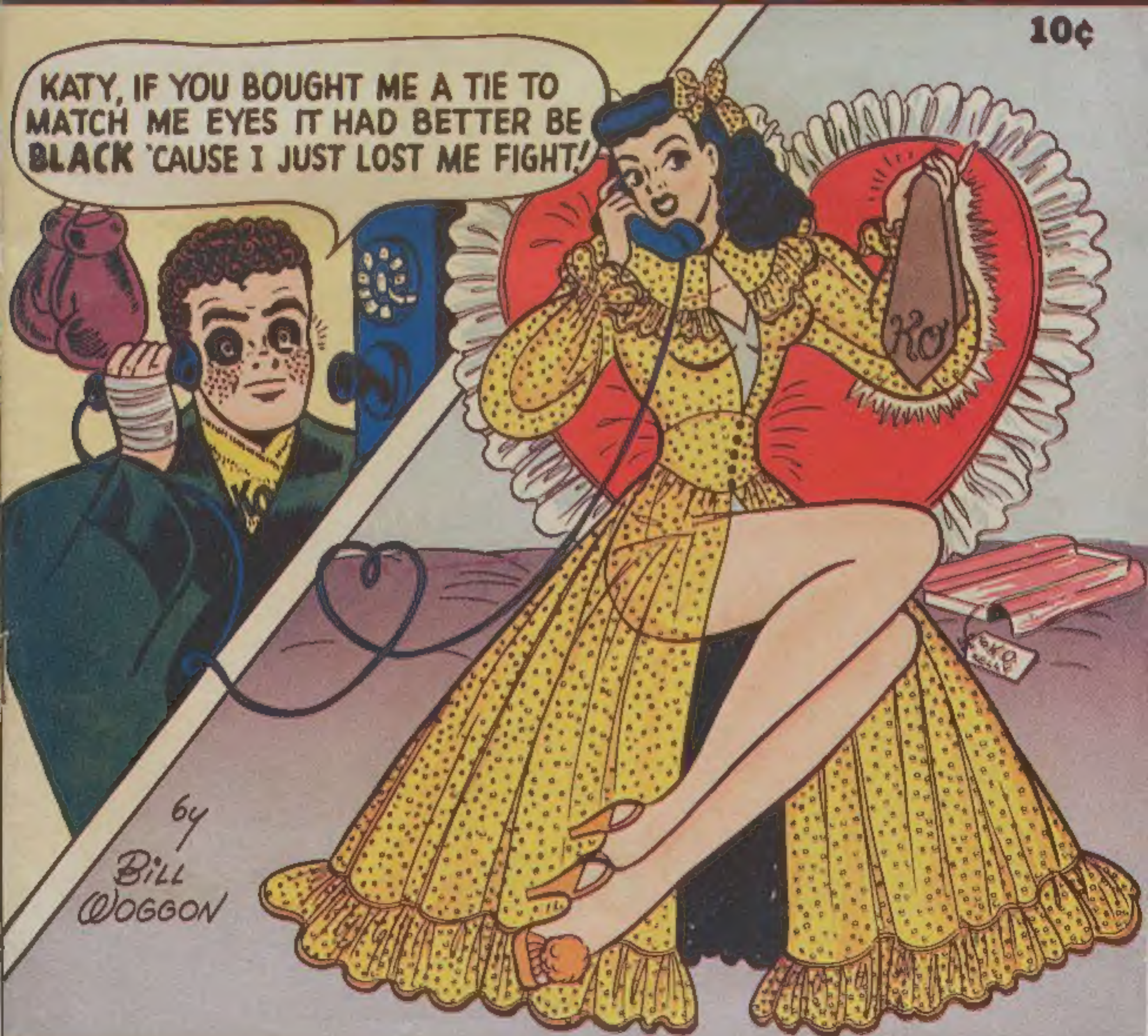
AHC

# KATY KEENE

Comics

10¢

KATY, IF YOU BOUGHT ME A TIE TO  
MATCH ME EYES IT HAD BETTER BE  
BLACK 'CAUSE I JUST LOST ME FIGHT!



by  
Bill  
Woggon



**PAY LESS—GET THE BEST!** SENSATIONAL SAVINGS! YOUR MONEY REFUNDED IF YOU CAN BUY THEM FOR LESS!

# SARAN PLASTIC SEAT COVERS

**REDUCED TO SAVE YOU MONEY!**

**Yes! These are the exact same seats for which your dealer charges up to \$60.00**

Smart looking, easily sliding, long lasting, water repellent. Wipe off dirt with a damp cloth. Moisture resistant, outstands scuffing. Color fast, will not fade, will not shrink. Easily installed, custom tailored. Revolutionary new Elasticized slip-over sides assure faultless fit. All in stunning Scotch Plaids of soft, harmonious blue, green or maroon weaves. Make old cars look like new . . . new cars even more elegant! Full set for sedan, coach or sedanette only \$16.98. (Front set only—\$10) Solid back or split back. We can fit all make and year cars, State year, make, coach, sedan or sedanette. Send \$2 deposit, balance C.O.D. or send full payment and save up to \$1.00 postage.

**SMARTEST SCOTCH PLAIDS  
YOUR CHOICE OF  
MAROON, BLUE OR GREEN!**

**WHATEVER YOUR CAR  
HERE ARE YOUR COVERS!**

Guaranteed perfect fit for every popular make and model, old or new, including—

BUICK	LASALLE
CADILLAC	LINCOLN
CHEVROLET	MERCURY
CHRYSLER	NASH
DESOTO	OLDSMOBILE
DODGE	PACKARD
FORD	PLYMOUTH
FRAZER	PONTIAC
HUDSON	STUDEBAKER
KAISER	TERRAPLANE
LAFAYETTE	WILLYS

**And Many Others  
SENT ON APPROVAL**

**Only \$10.00**  
For Coupe or Front Seat!

**Only \$16.98**  
Complete Set of Covers for Sedan or Coach!



So easy to install, a child of 6 can install them. We fit every type of car with or without center arm rests . . . including all 1951 models.

**BUY FROM PLASTIC SEAT COVER CO. AND SAVE! ACT NOW! Satisfaction guaranteed or 5-Day Money-Back TEST AT OUR RISK.**



**The Exact Same Material used in the Most Expensive Saran Plastic Seat Covers!**

**EASILY INSTALLED—TAKES A FEW MINUTES!**

(on all make cars)  
Specify style for YOUR car.

**TYPE A**—Solid back for 4-door sedan . . . front or rear. Rear for coach or coupe.

**TYPE B**—Divided back, solid seat for front coupe or coach.

**TYPE C**—Individual seats or bucket type for divided back and seat.



**SENT ON APPROVAL! SEND ONLY \$2.00**

Plastic Seat Cover Company, Dept. 24  
318 Market Street, Newark, New Jersey

Make \_\_\_\_\_ Year \_\_\_\_\_

☐ Coach ☐ 2 Door ☐ Model \_\_\_\_\_  
☐ Sedan ☐ 4 Door  
☐ Sedanette ☐ My car has a center arm rest

☐ I want a full set for \$16.98  
☐ I want front seats only for \$10.00  
☐ I enclose \$2.00 deposit. Send COD plus postage.  
☐ I enclose \$\_\_\_\_\_ Send PREPAID. I save up to \$1 postage.  
Color: ☐ Blue ☐ Maroon ☐ Green

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**MONEY-BACK GUARANTEE  
with 5-Day FREE Trial**



# KATY KEENE

by   
Bill Woggon 



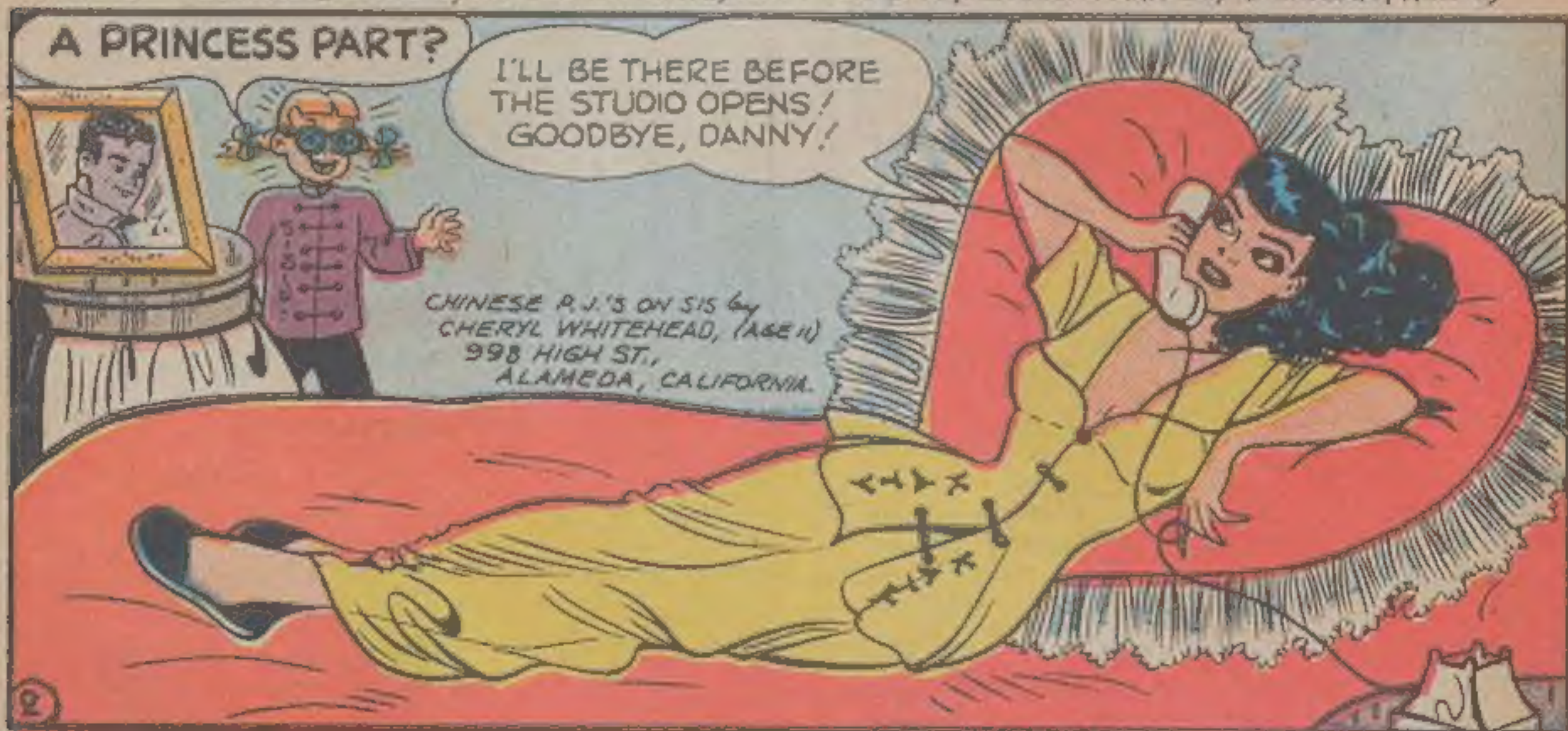
KATY'S PRINCESS GOWN DESIGNED BY THE READERS BELOW----SAVE THIS MINUP OF KATY FOR YOUR COLLECTION!

- |  |   |  |  |  |   |
|--|---|--|--|--|---|
| PAULA SUE TRAUB,<br>740 GRAND CONCOURSE,<br>BRONX 51, N.Y. | JANETTE DeLaFOSSE,<br>BOX 52 (AGE 11)<br>GROVETON, TEXAS. | SUE BELL,<br>1060 CALHOUN,<br>BRONX, N.Y.      | NANCY CONNOR,<br>1917 KENILWORTH AVE,<br>CHARLOTTE, N.C. | FAYE MORROW,<br>180 ALBION ST.,<br>FALL RIVER, MASS. | MYRA LEO (AGE 11),<br>110 MELROSE AVE.<br>PITTSBURGH, PA. |
| JUNE MCGRAY,<br>50 MCGRAY'S CAFE,<br>WAYNESVILLE, MD.      | CAROL STERN,<br>BOX 101, ROUND LAKE,<br>MINNESOTA.        | PATSY BARNETT,<br>LITTLEFIELD, TEXAS,<br>AGE 9 | PATSY KANAHEN,<br>455 JACKSON ST.<br>CONNEAUT, OHIO.     | CAROLYN DEBOER,<br>DETROIT 6, MICH.<br>(13 YRS.)     | MARIE ALINA,<br>1125 SO. KING ST.,<br>HONOLULU, HAWAII.   |





KATY'S PAJAMAS and ROSE by CAROL ANN SANTO, 1072 FORD BLVD., LINCOLN PARK 25, MICHIGAN (AGE 10)





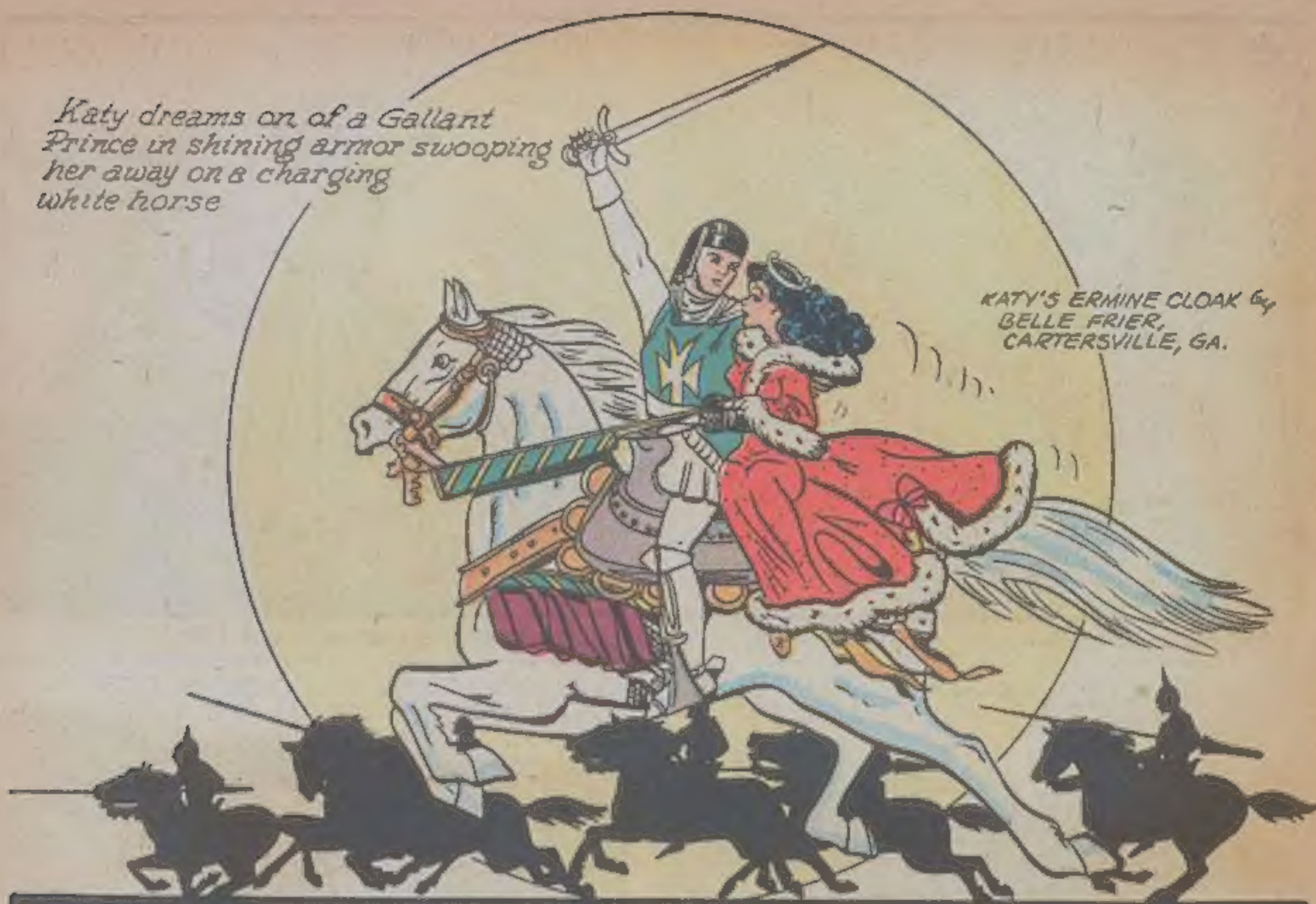


KATY'S NEGLIGEE by BARBARA PONSACK, 1429 20TH AVE., SEATTLE, WASHINGTON.





Katy dreams on of a Gallant Prince in shining armor swooping her away on a charging white horse



KATY'S ERMINE CLOAK by BELLE FRIER, CARTERSVILLE, GA.

Katy continues to dream of playing the role of Cinderella and losing her slipper to the Prince



PRINCESS GOWN by ROBERT DAILEY, AGE 14, BRADFORD, PENNA.

PRINCESS GOWN by CONNIE ILENE GARROW, #56 SANTA FE CTS., BELEN, NEW MEXICO

Katy's dreams keep getting better all the time

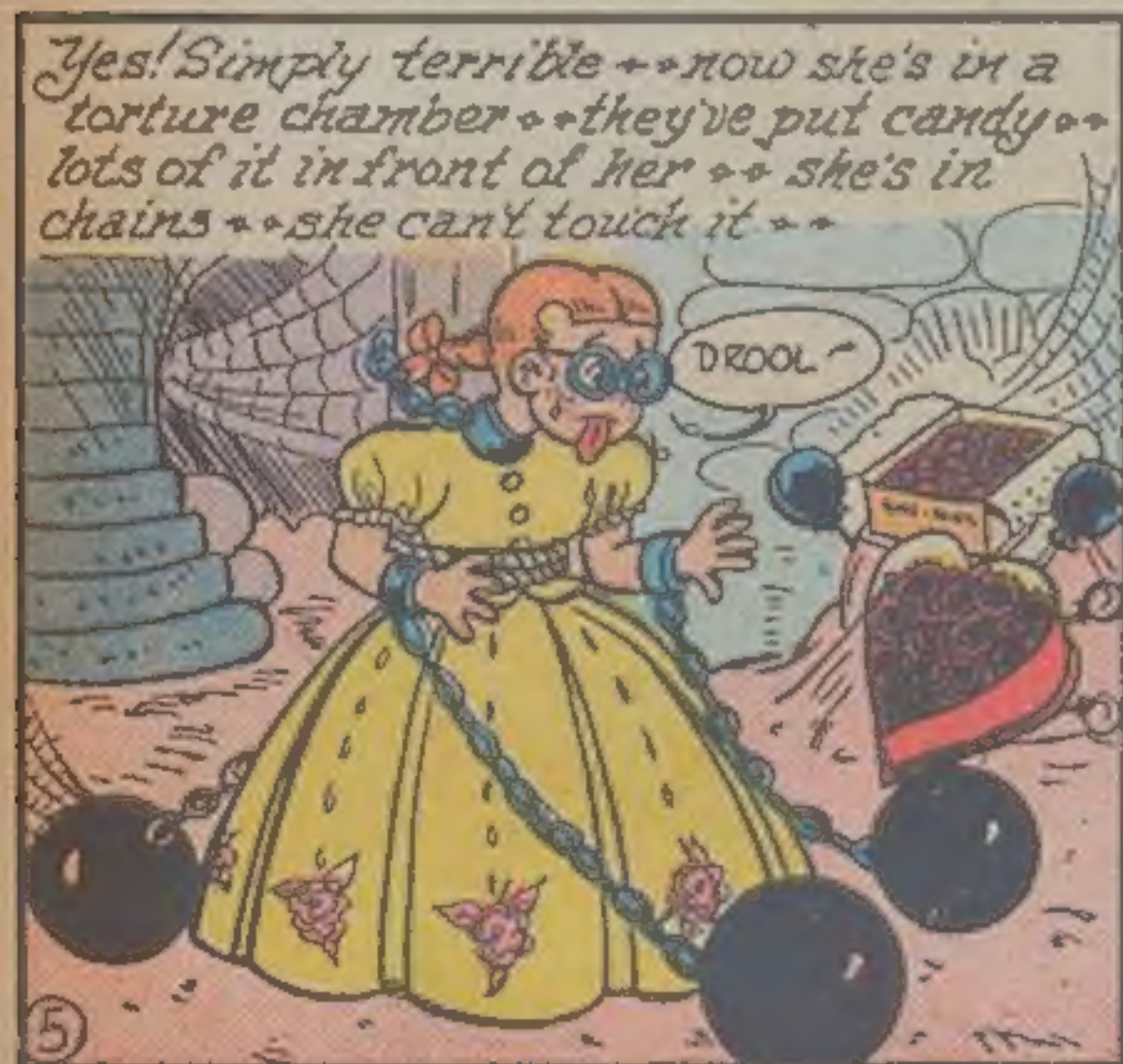






( PRINCESS GOWN by YVONNE SINGLETON, 916 1/2 16TH ST, WEST PALM BEACH, FLORIDA )

*But some of her dreams are nightmares...*



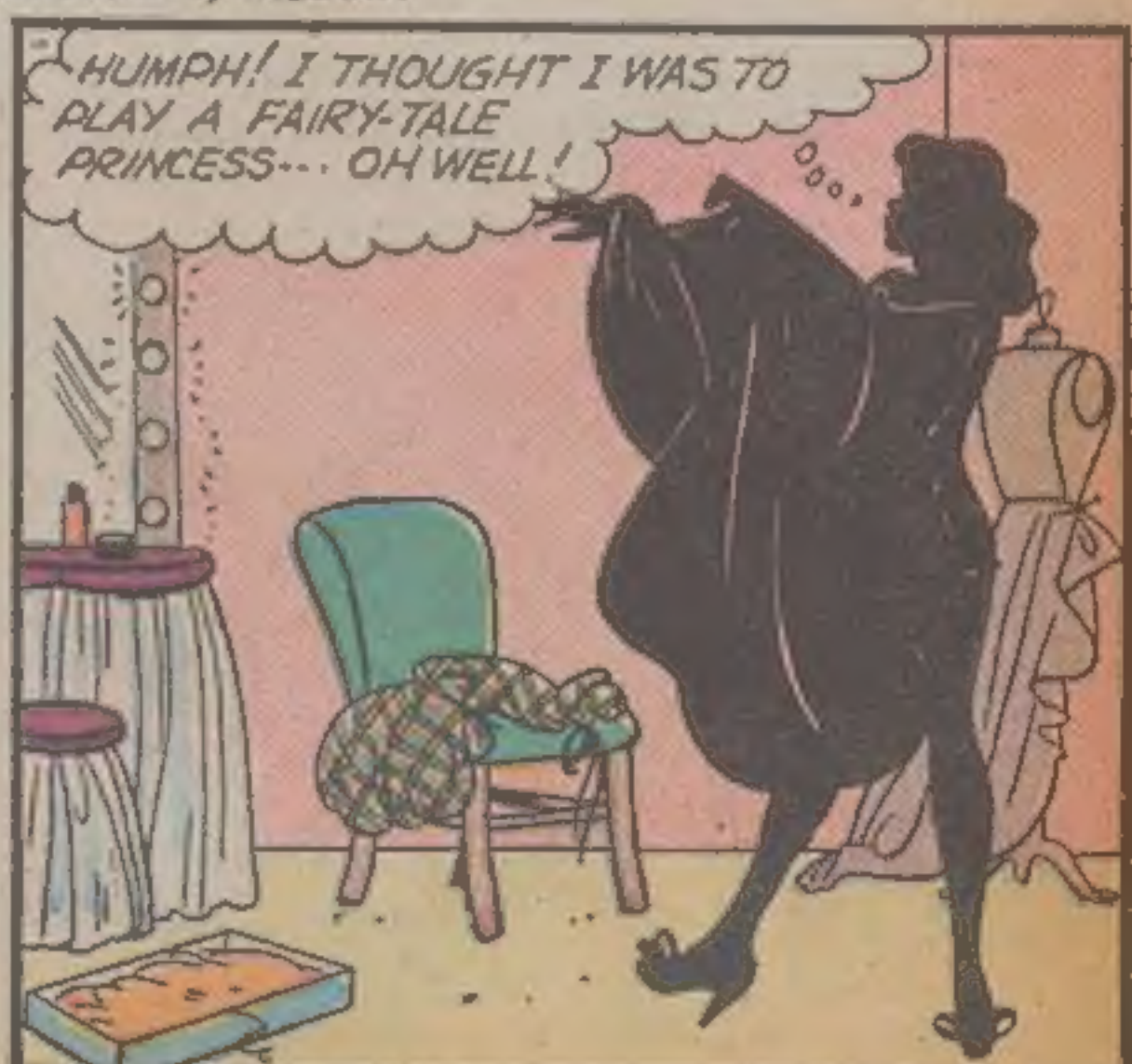




KATY'S BLOUSE by CAROLYN BRINKLEY, 113 VALDESE AVE, MORGANTON, N.C. (AGE 14)



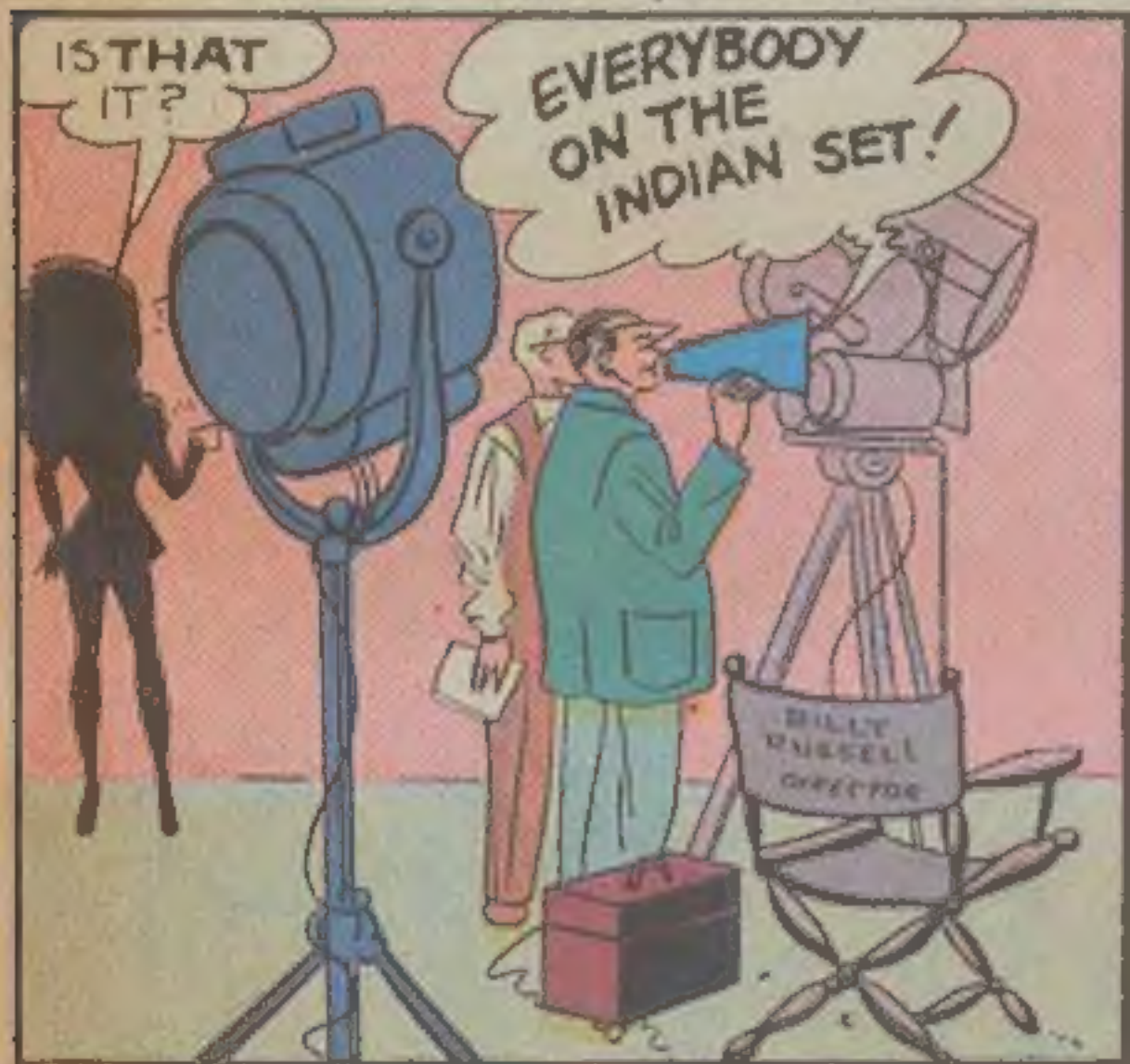
KATY'S SKIRT by JUANITA KUHN, 727 MAIN ST., SHELBYVILLE, INDIANA







INDIAN PRINCESS COSTUME by MARY ZELMA ASSEO (AGE 12) HOTEL SHERMAN SQUARE, N.Y. 23, N.Y.



DON'T FORGET! KATY APPEARS IN PEP, WILBUR, LAUGH, and SUZIE COMIC BOOKS!





# Katy FASHIONS

BEACH HAT by  
MRS. L. D. WOODEN,  
PAONIA, COLO.



PLAY SUIT by DAWN HAMILIN,  
STAR RT. # 1



GRAYLING ALIEN

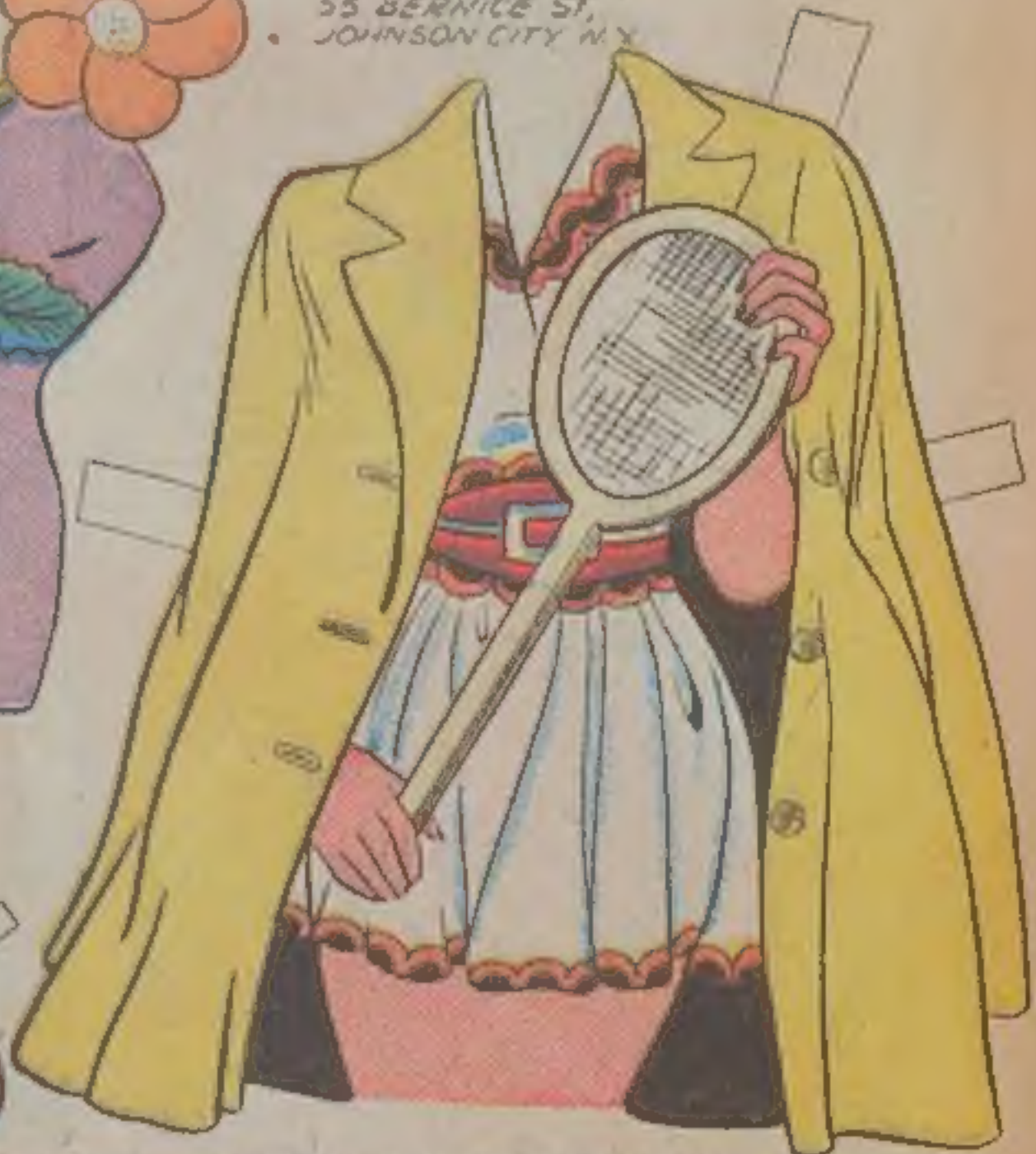
HARD SUIT by  
JUDY CONOVER,  
RT. 1 - BOX 9,  
TEMPLETON, CALIF.



SWIM SUIT by  
MARY JANE SCHMITZ,  
1024 LINCOLN ST.,  
PORT WASHINGTON,  
(AGE 18) WISC



TENNIS OUTFIT by  
CONNIE JURCAK,  
55 BERNICE ST.,  
JOHNSON CITY, N.Y.



BEACH BAG by  
JANEL GOSS,  
1113 MELROSE  
GLENDALE 2,  
CALIF



SWIM SUIT by RONALD SHABAN, 315 N NEW ORLEANS ST, BRINKLEY ARK

YOU CAN SEND FOR THE ABOVE PIN-UP POSE PRINTED ON CARD BOARD  
SUITABLE TO FRAME PLUS OVER 25 NEW CUT-OUTS FOR ONLY TEN CENTS  
WRITE YOUR NAME AND ADDRESS ON A SLIP OF PAPER AND MAIL IT TO  
KATY KEENE & BILL WOGGON, 1140 EDMOND DR., SANTA BARBARA, CALIF.  
BE SURE TO ASK FOR PIN-UP NUMBER ONE - A PIN-UP AND CUT-OUT SET NO. 2 IS AVAILABLE ALSO



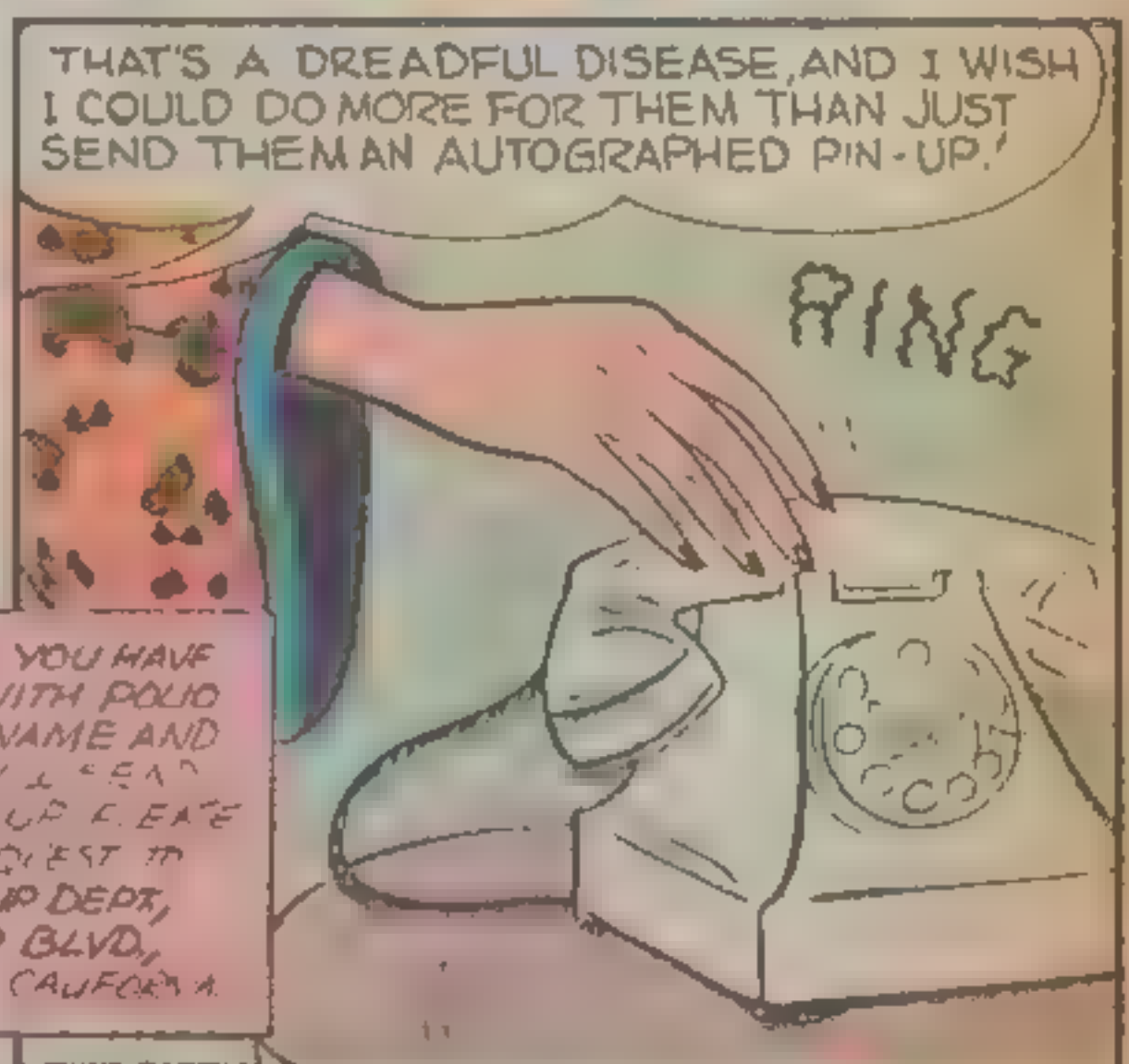
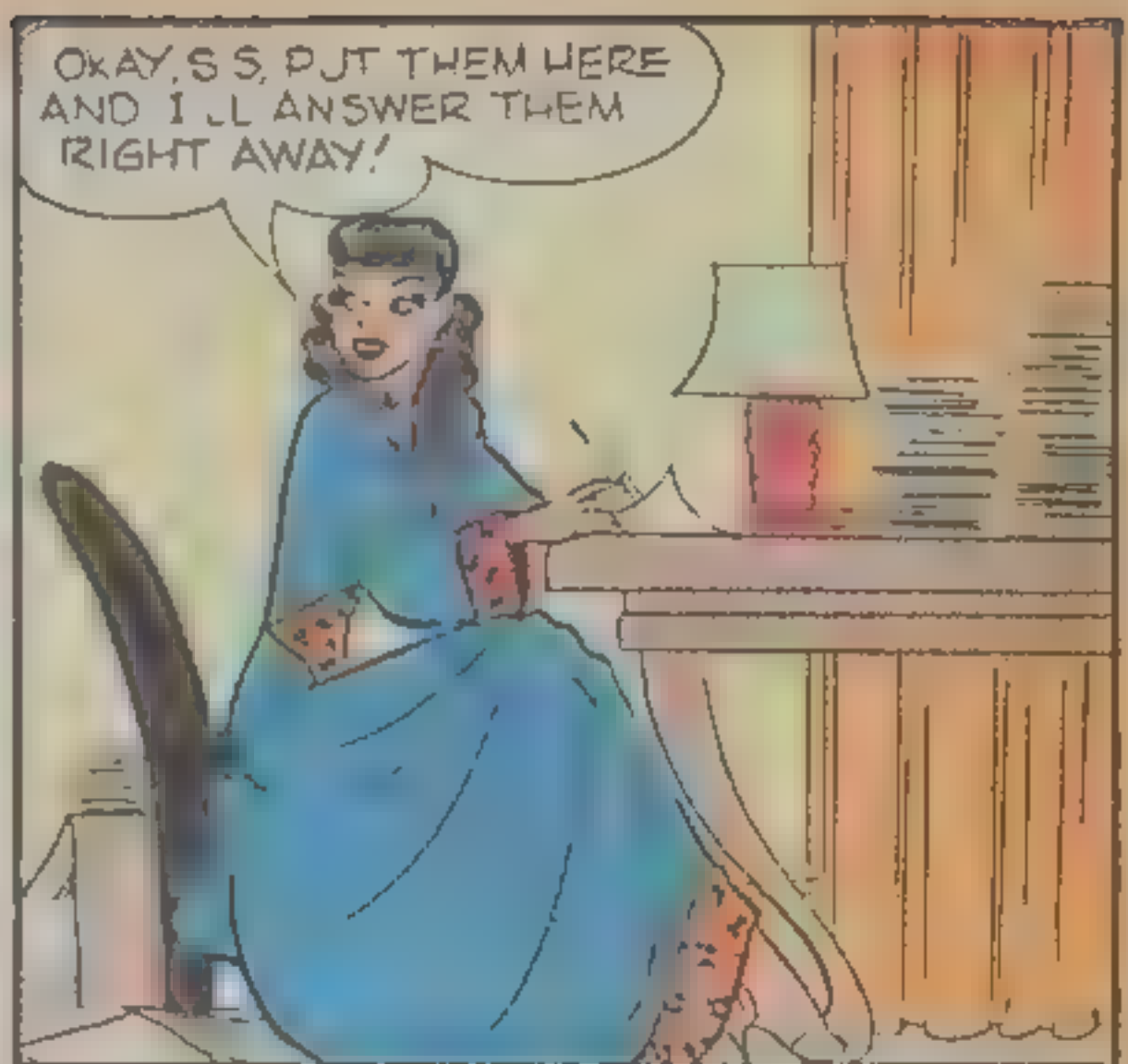
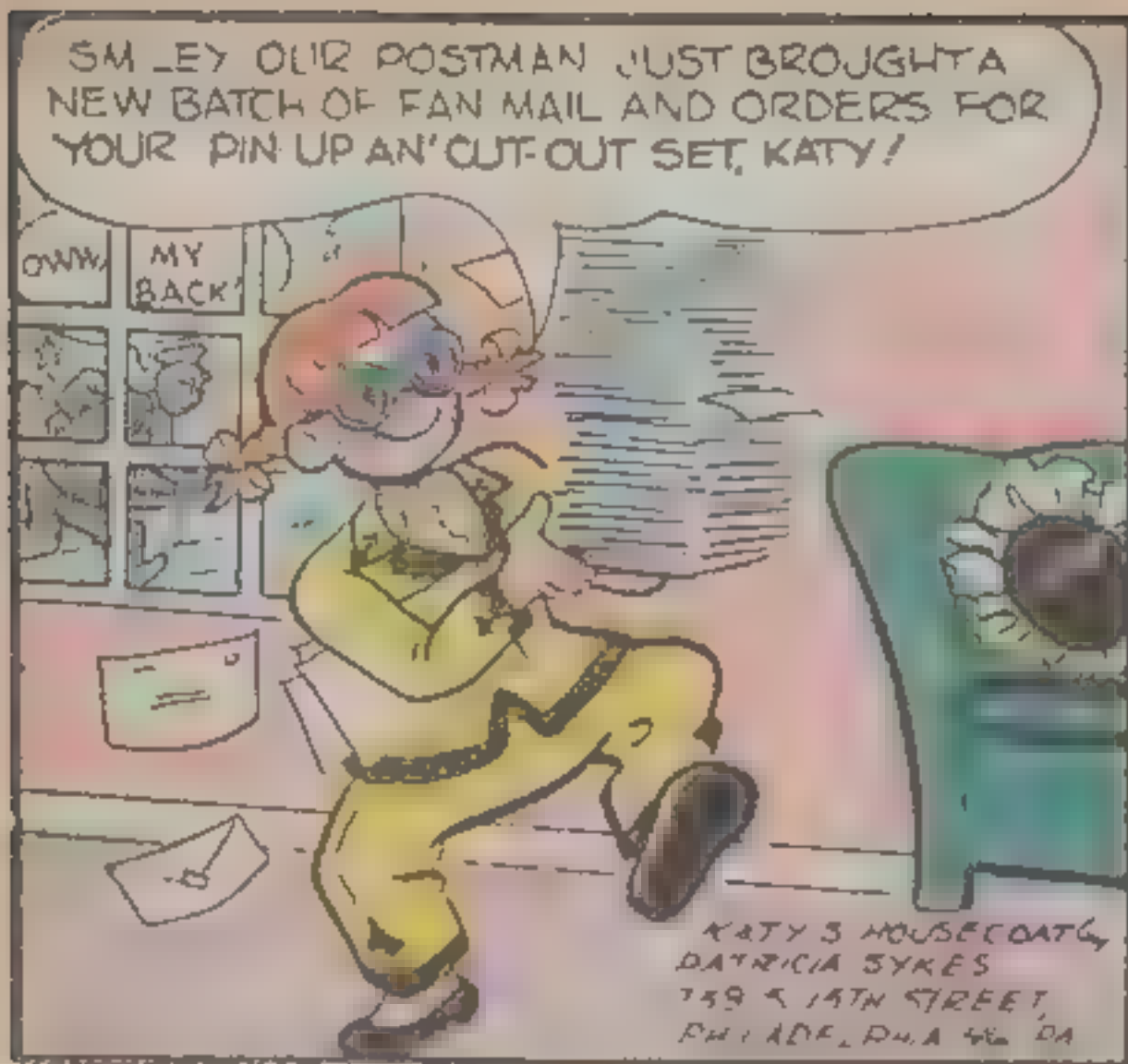
# Kat's

by Bill Woggon

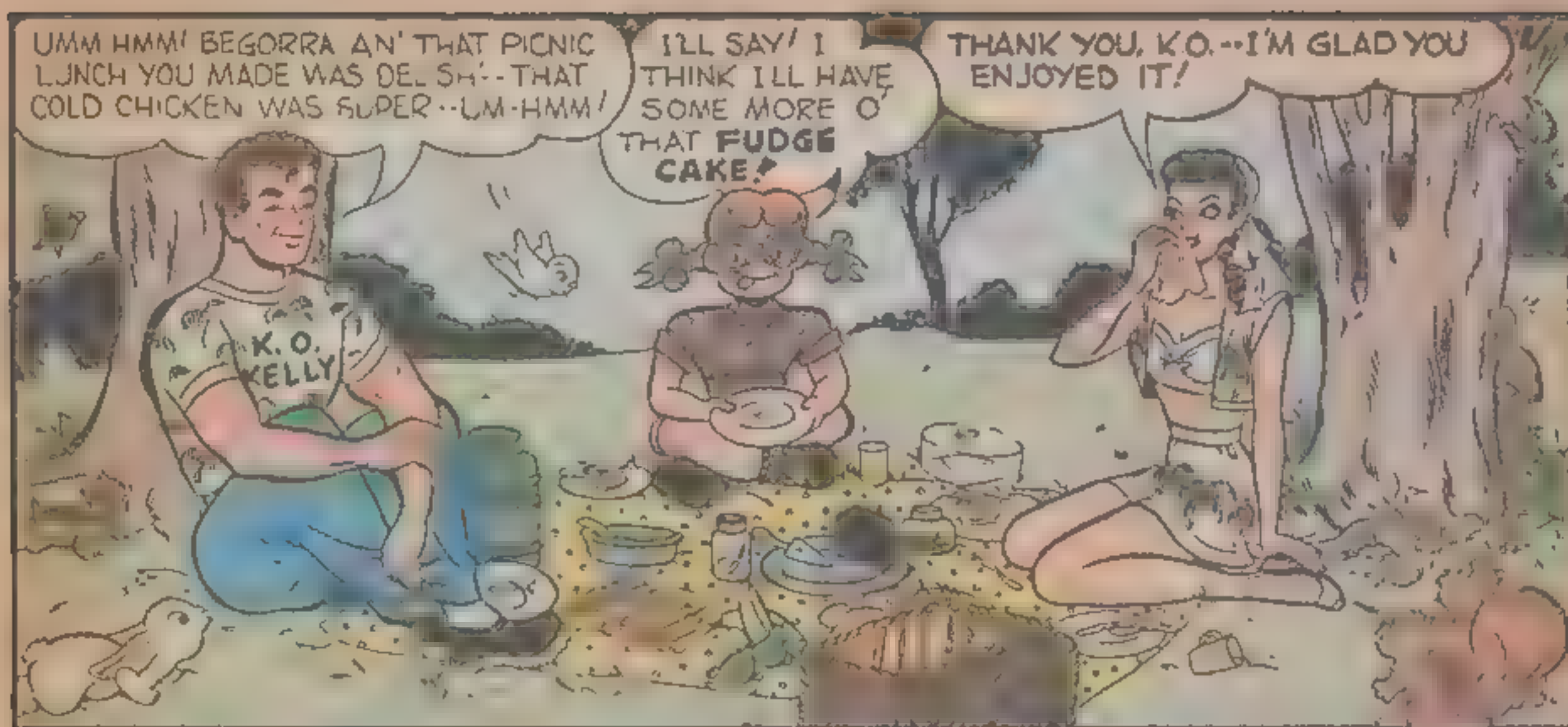


HERE IS ONE OF THE WINNERS A KAT'S DRESS DESIGN CONTEST!  
CONGRATULATIONS TO LILIAN KLOB, 311 S. KING VALLEY AVE., MAYWOOD, NEW JERSEY

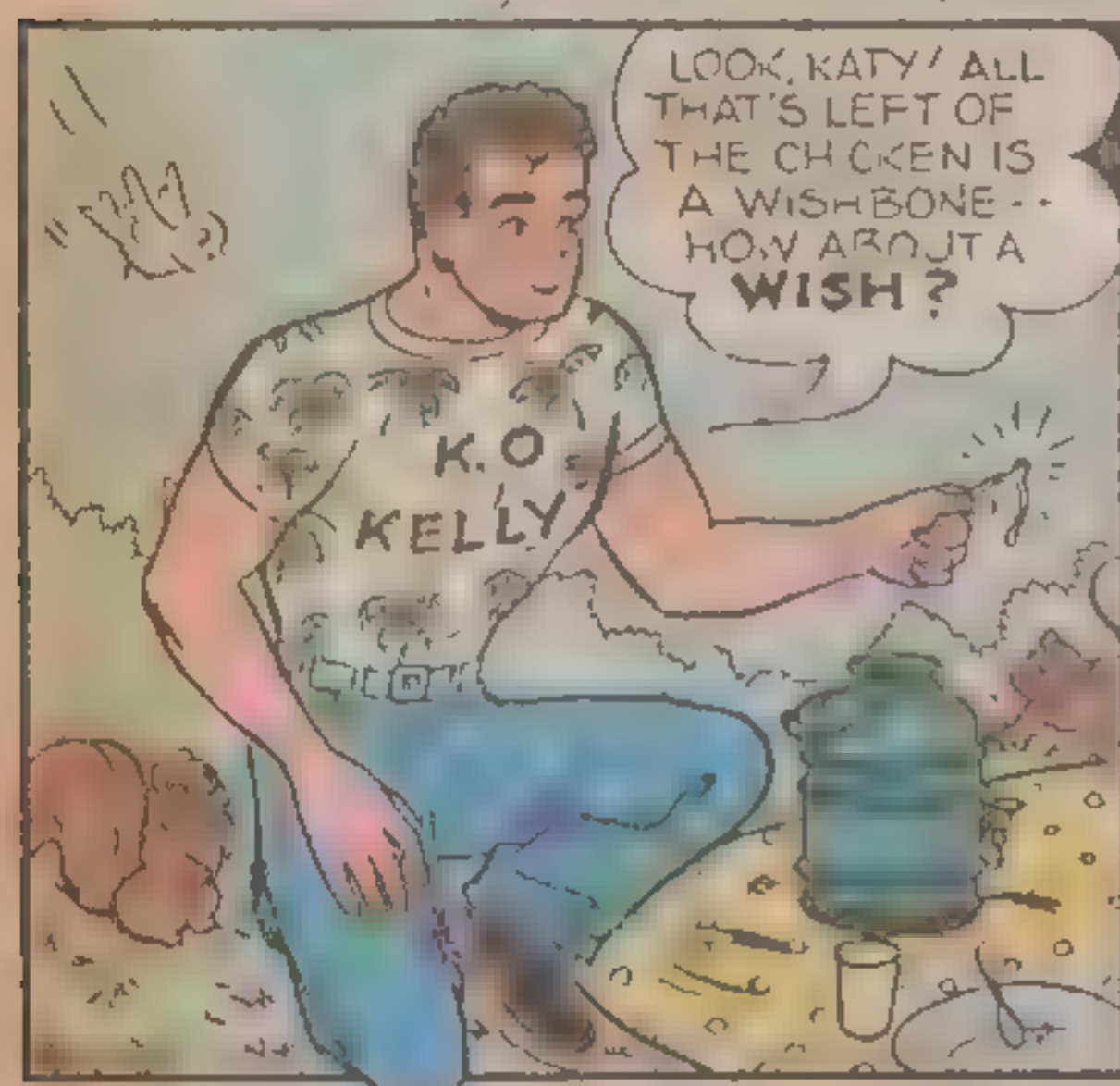




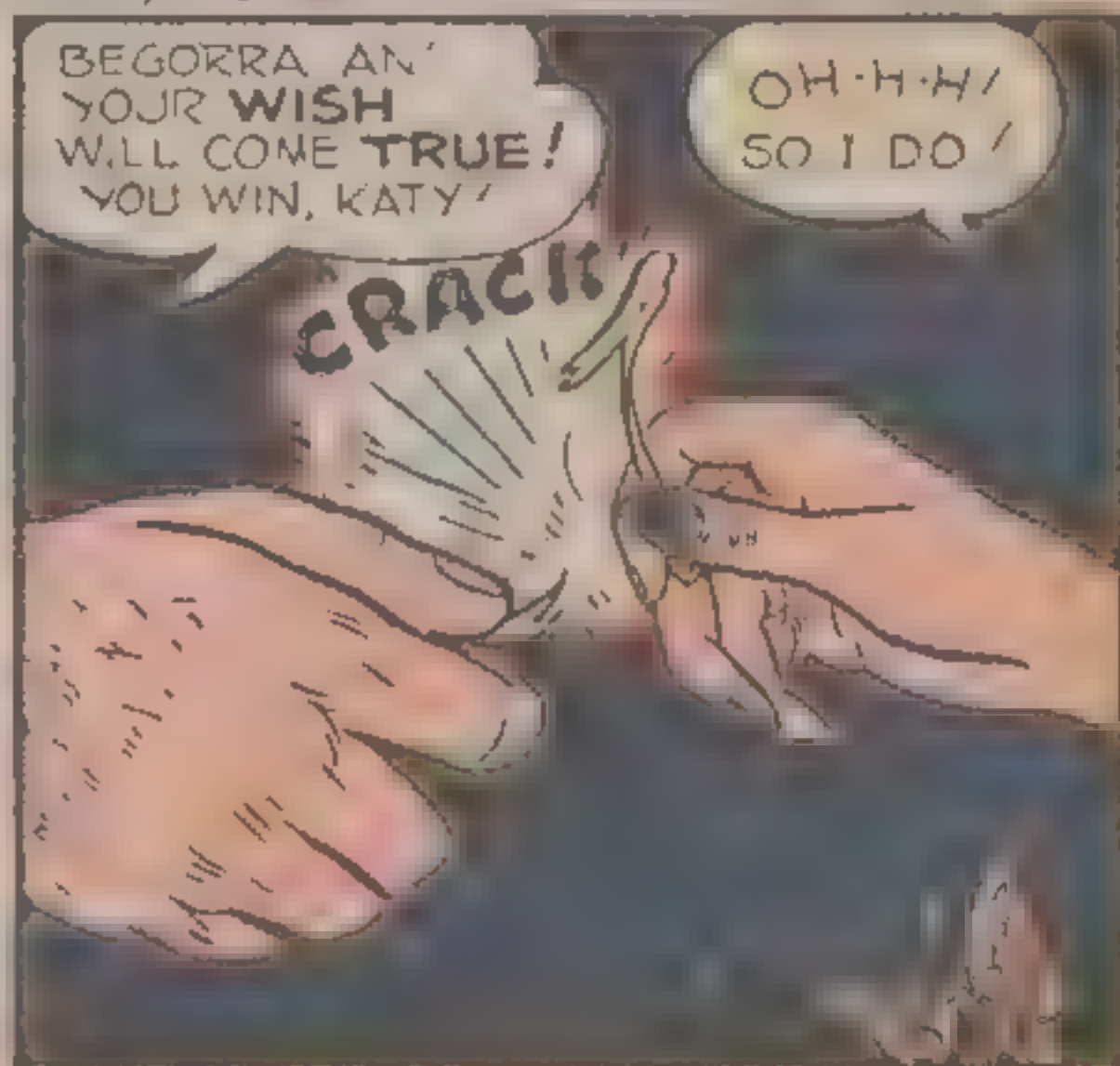




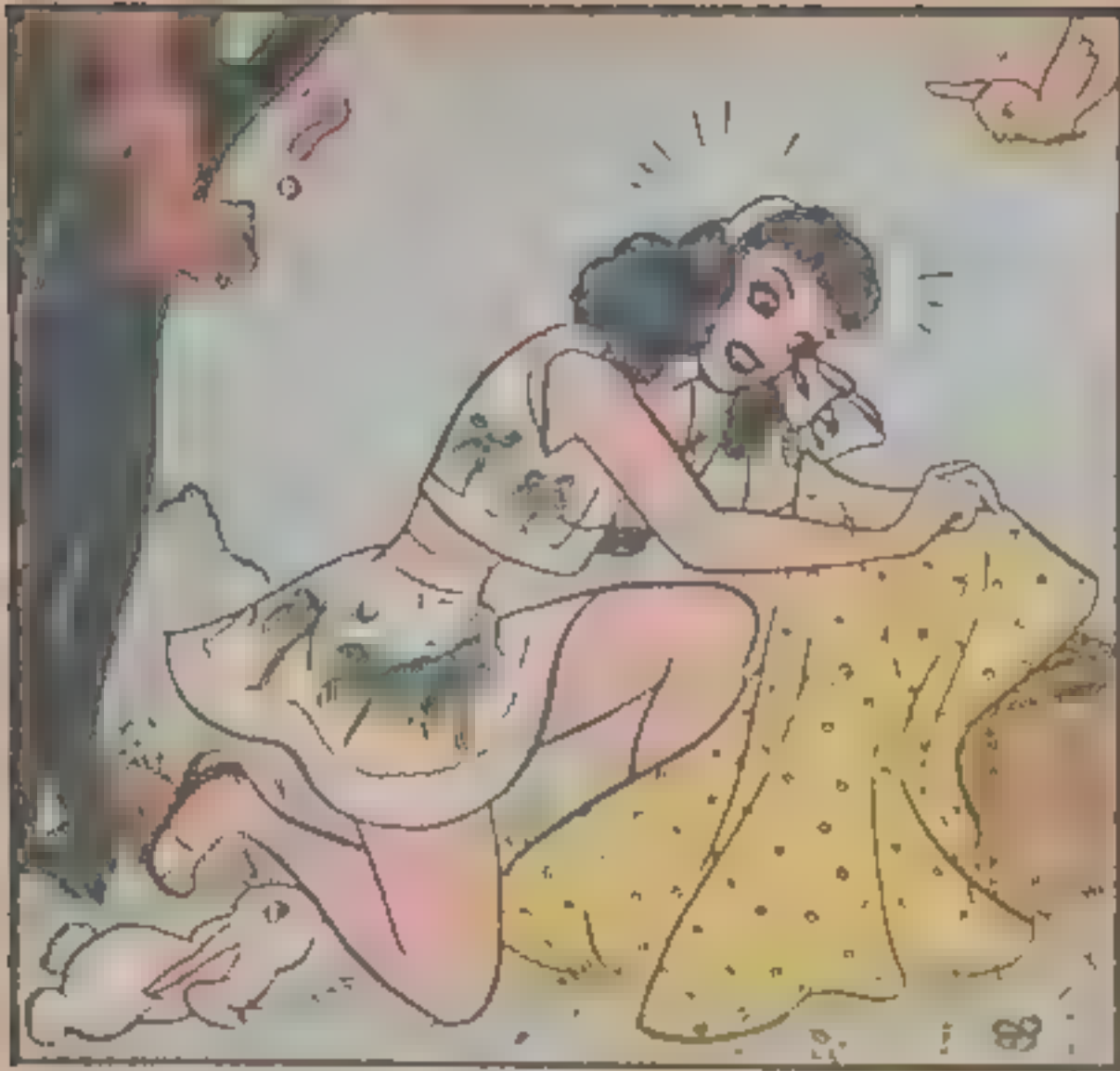
PLAYSUIT OVSIS by PAMELA HANSMAN, 206 HARVARD - APT B, SEATTLE, WASHINGTON



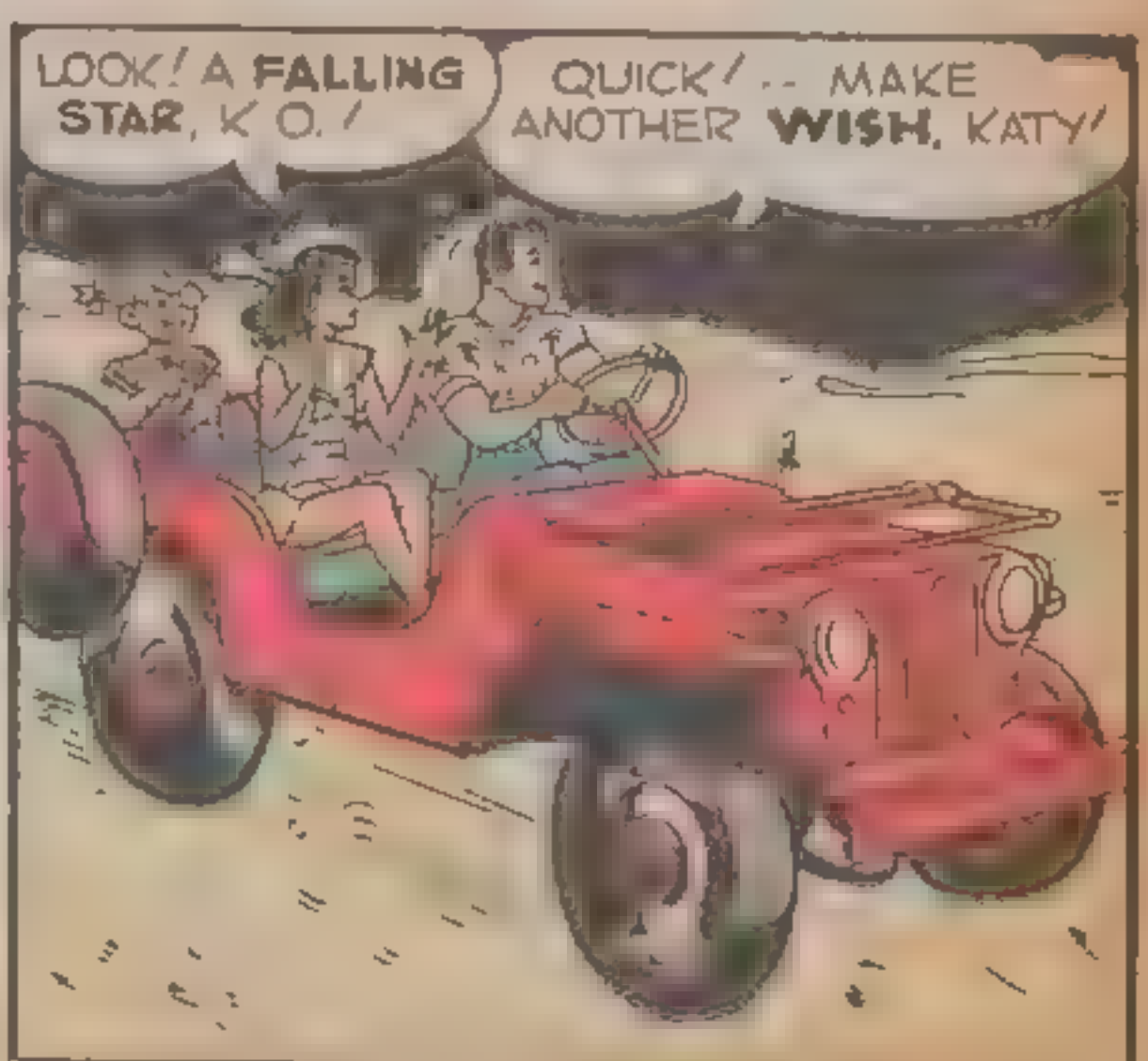
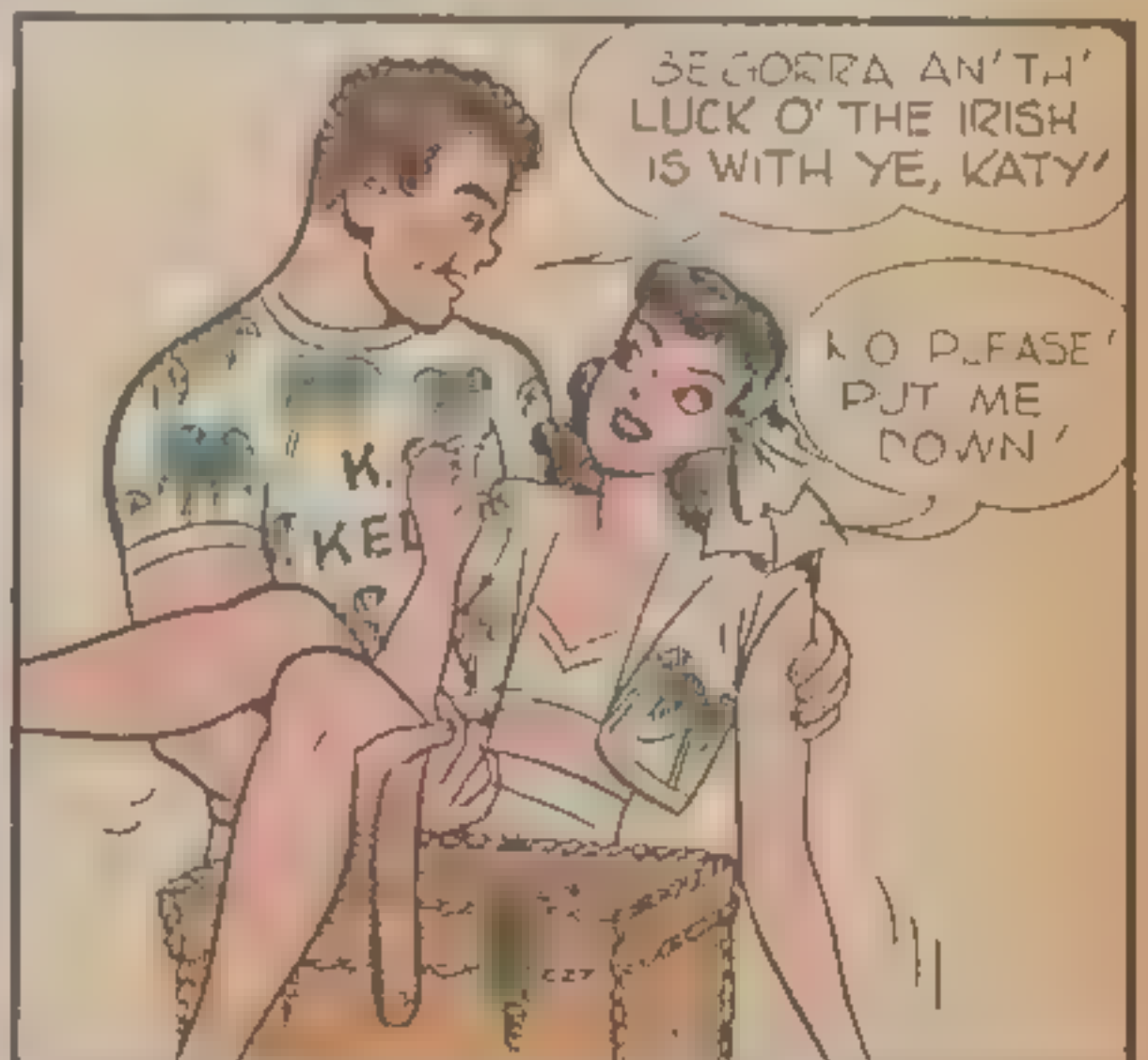
KO'S SPORT SHIRT by DORIS CODDINS, 202 CENTRAL ST MANSFIELD MASS



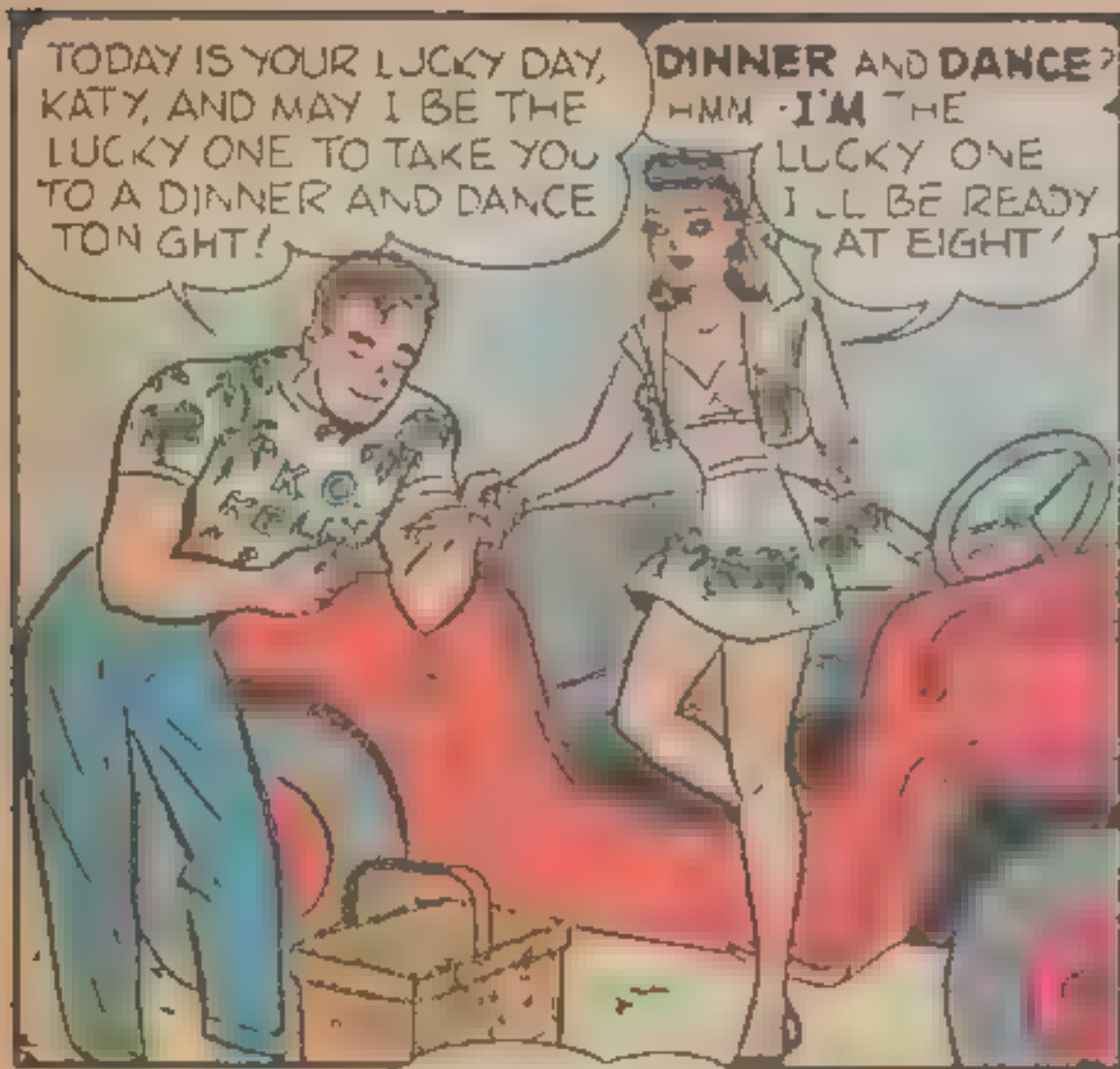




KATY'S PLAYSUIT by SANDRA STONE, 109 PALM AVE, WARREN PENNSYLVANIA





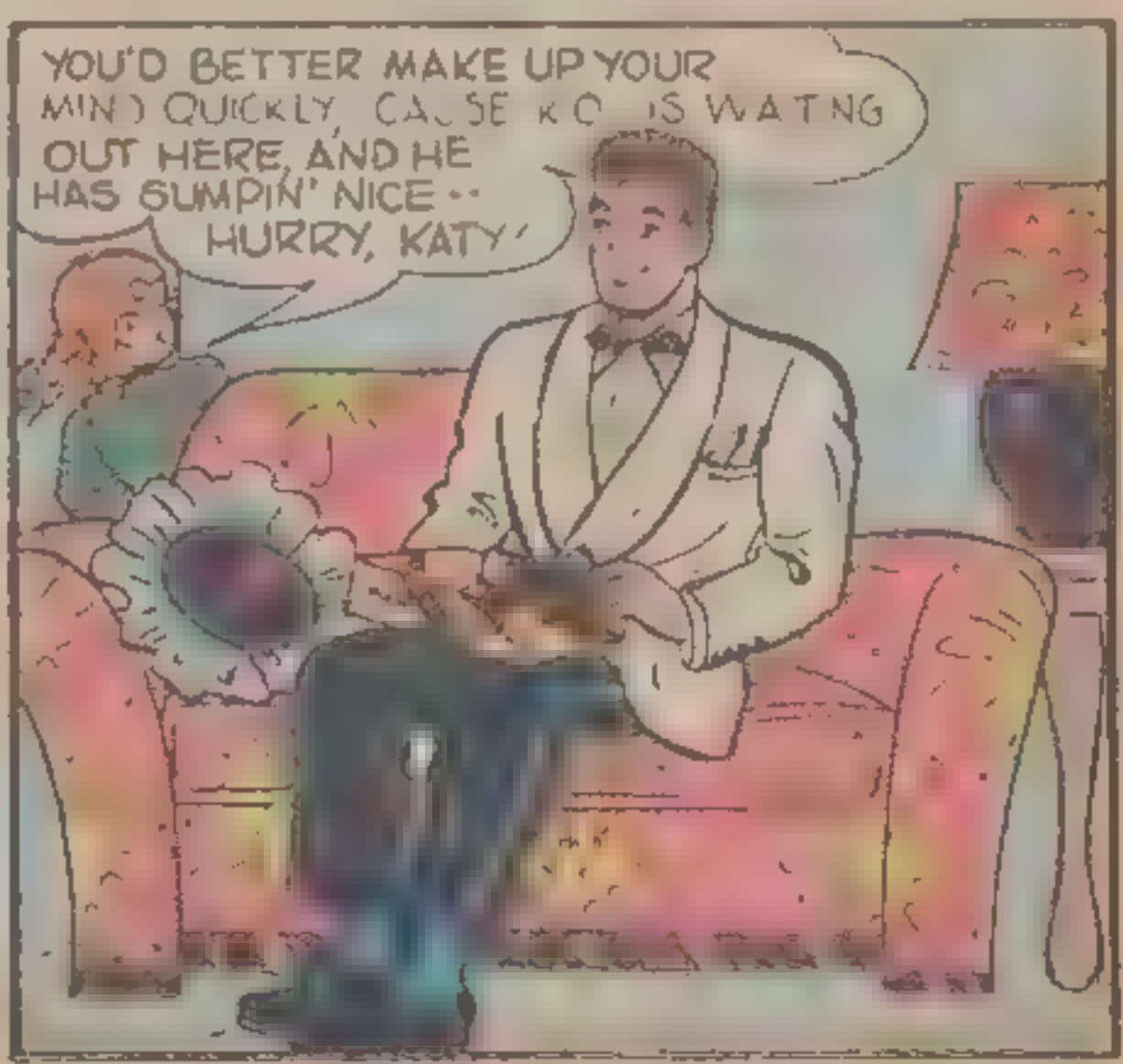


by CAROLYN WELDON, 529 WEST ELEVENTH ST, ROME, GEORGIA

by MURIEL V. SMITH, 28 BEDFORD EAST ORANGE, N.J.

by BARBARA EVANS, PHILADELPHIA, PENNA

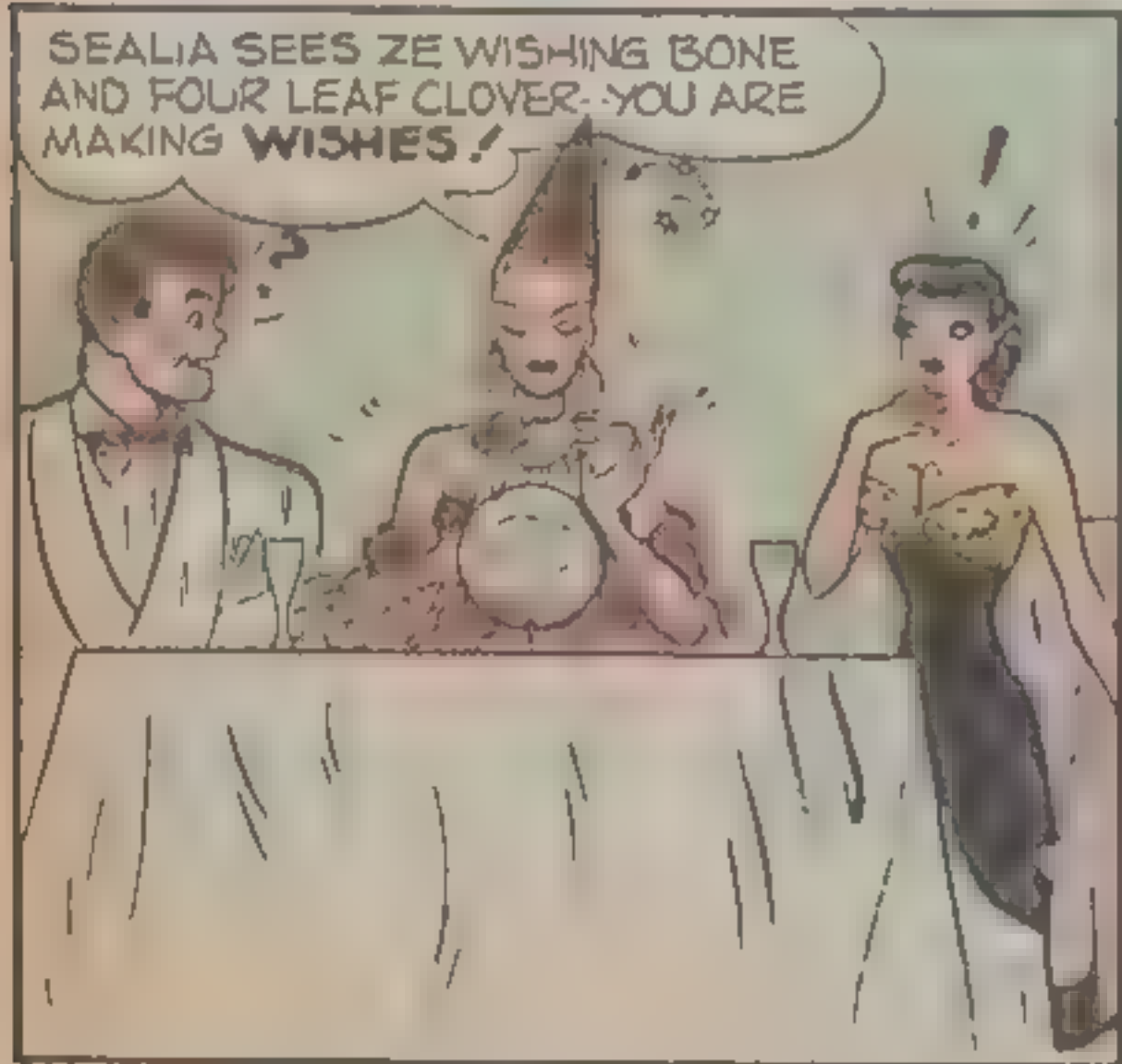
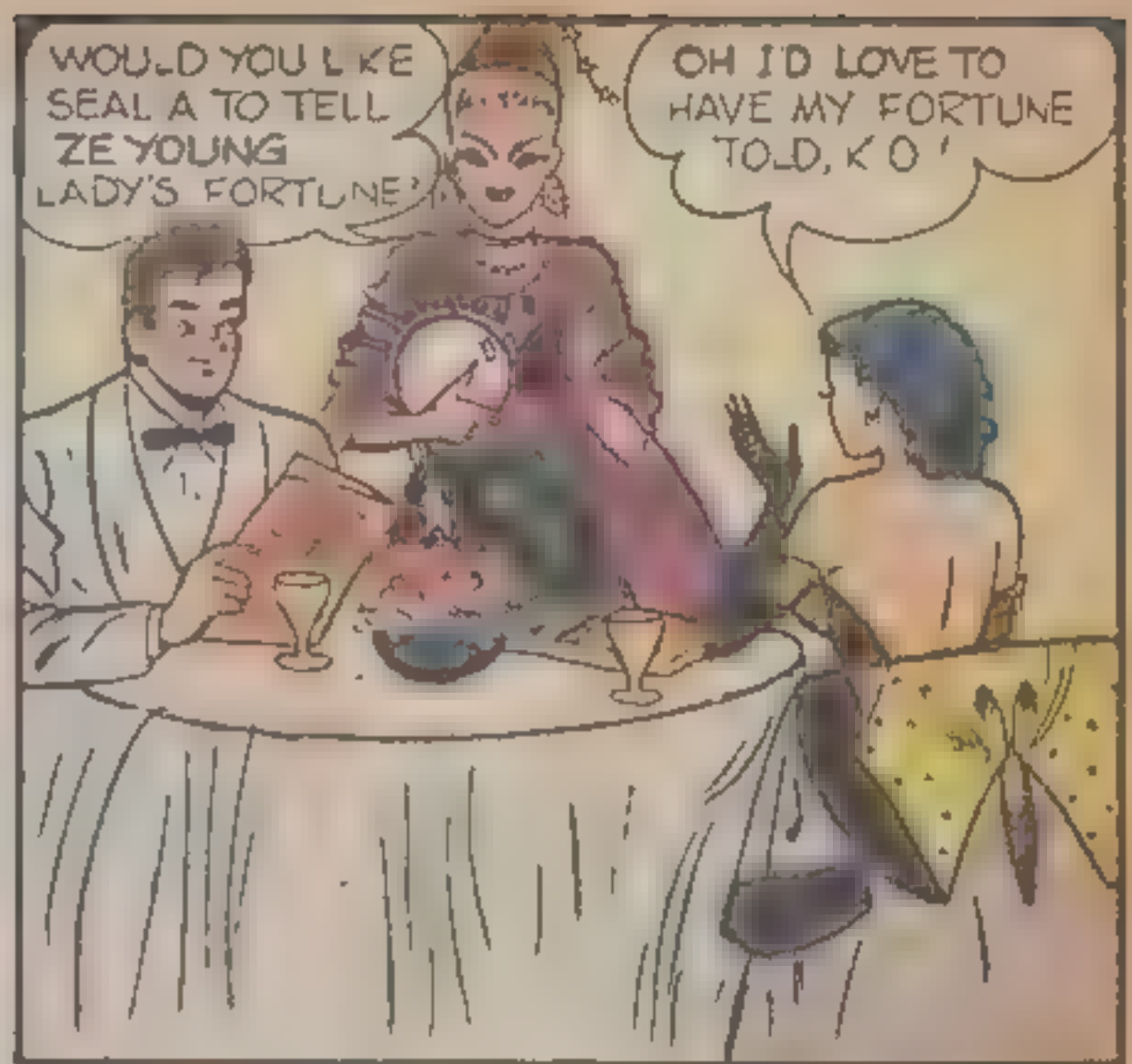
by VERNELL BURN, WILLOW HILL, ILLINOIS (AGE 13)



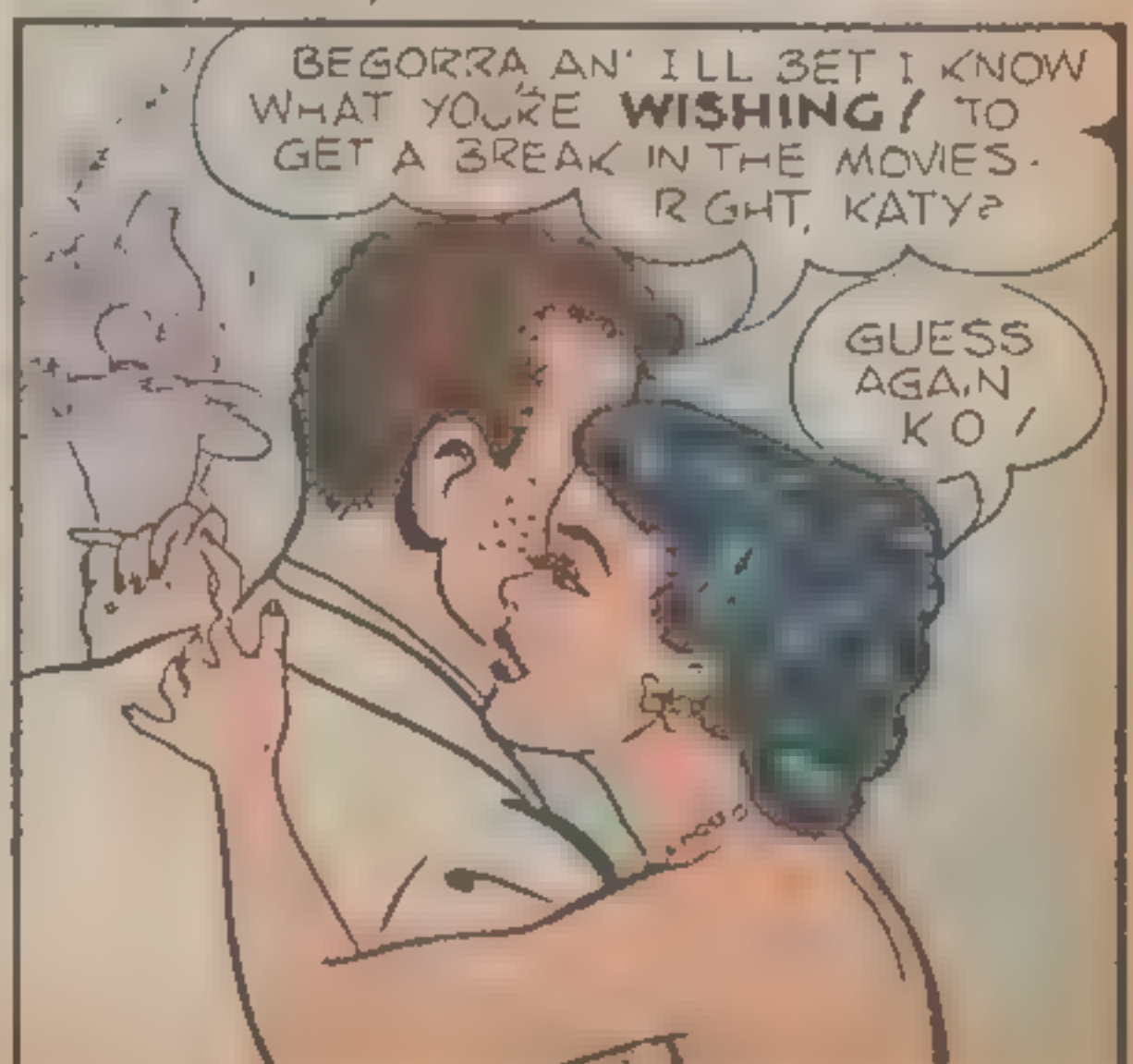
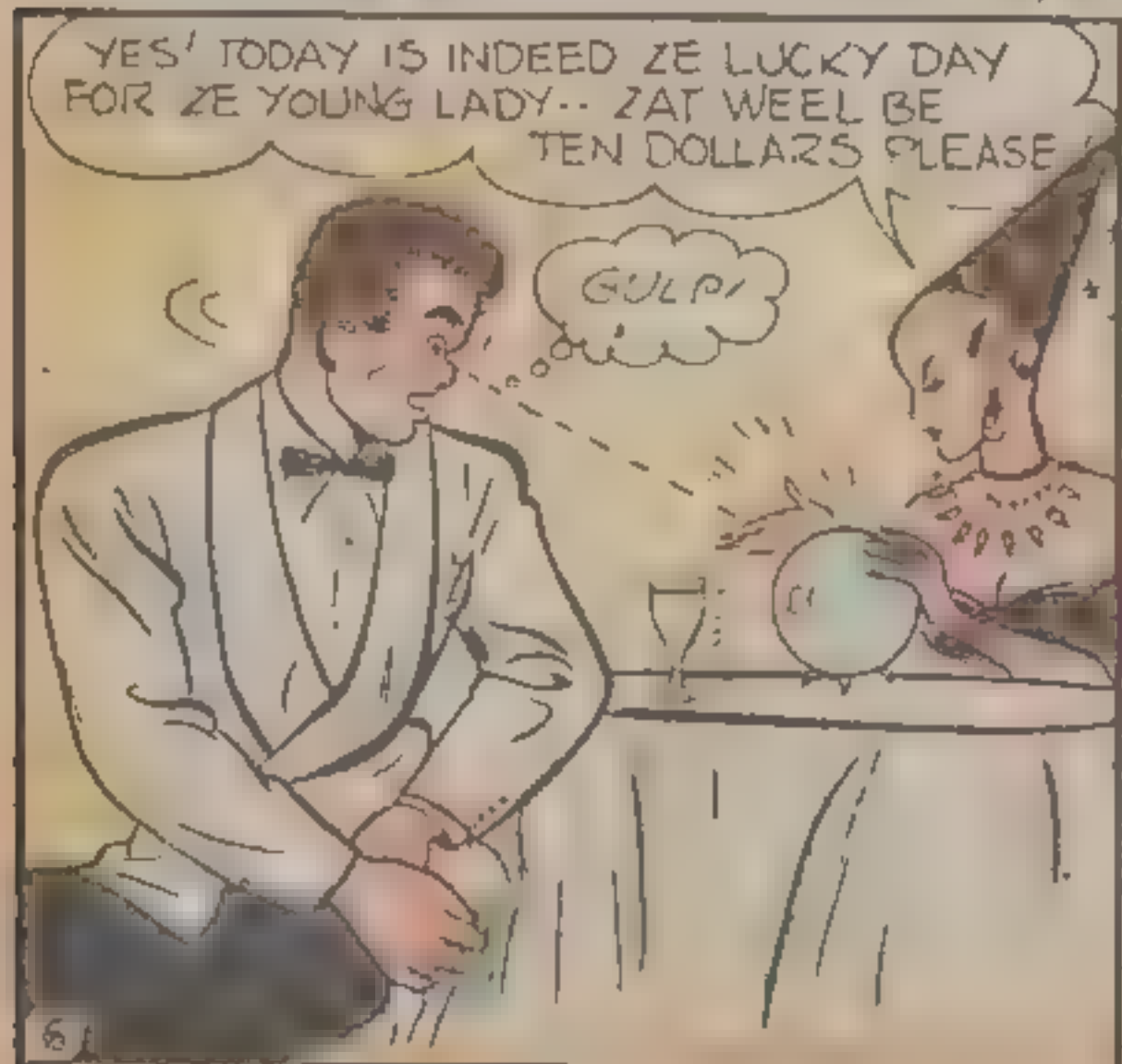




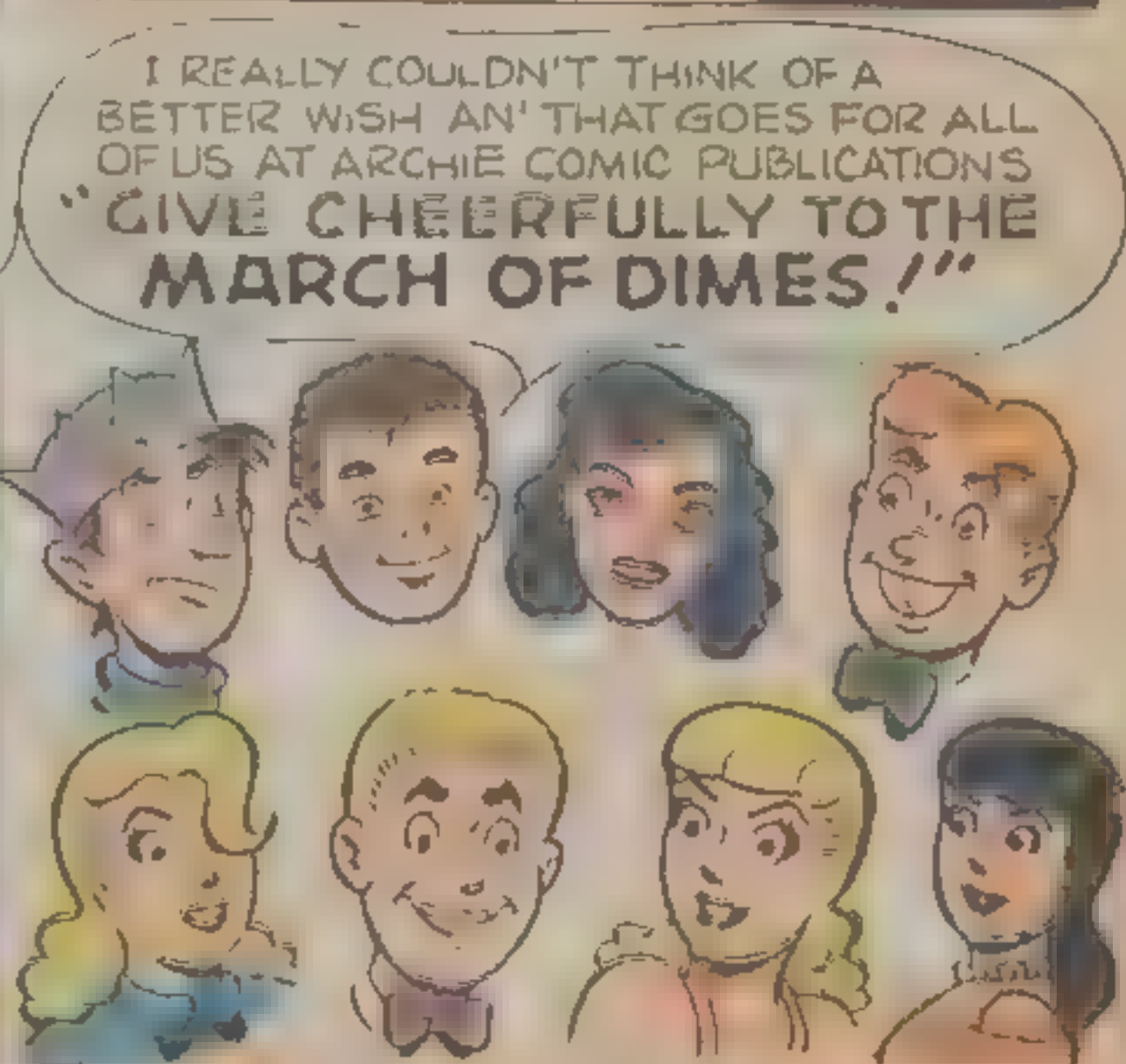
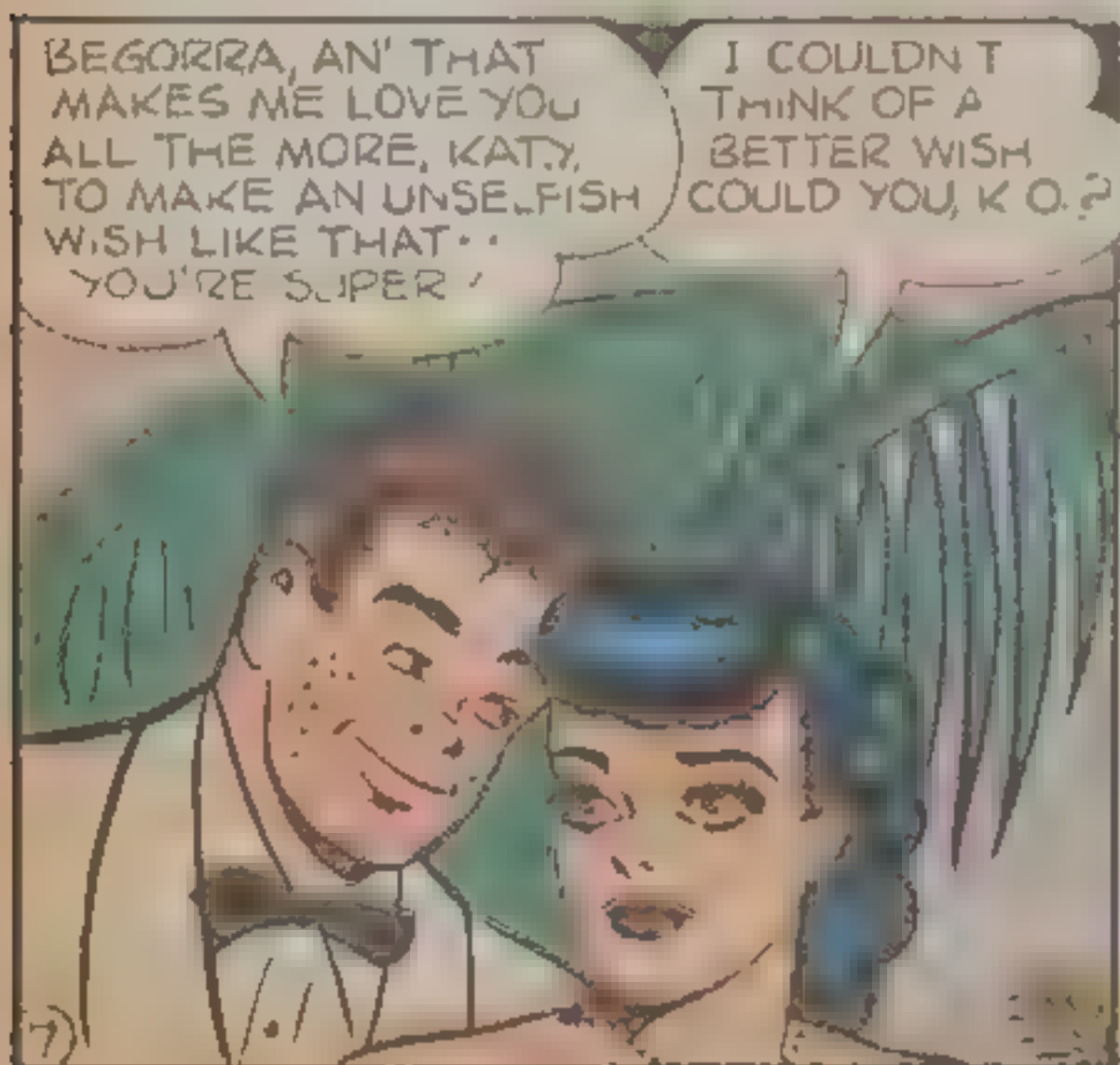
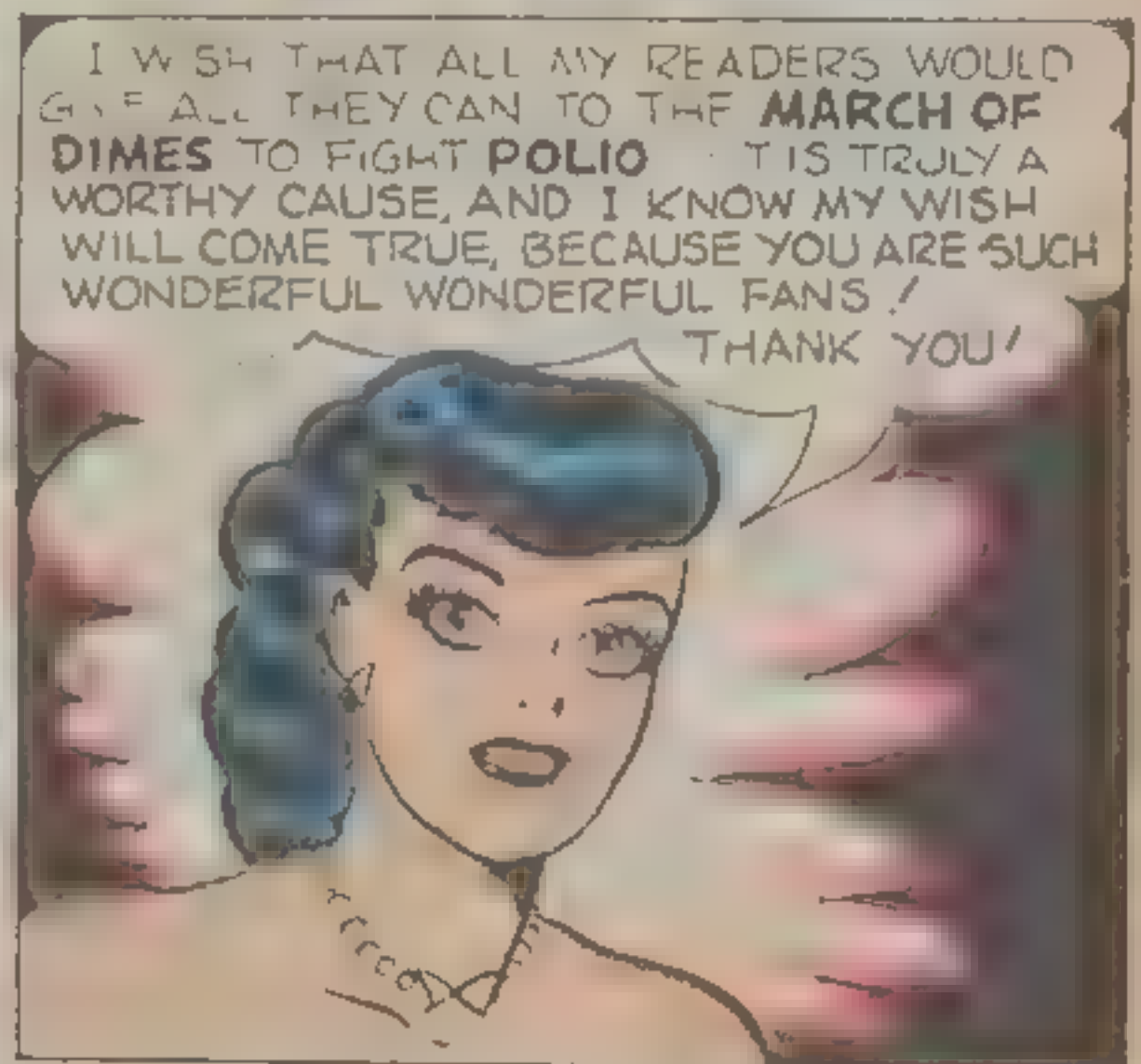
KATY'S GOWN and CAPE by PAUL GRISAT, 195 NEW HYDE PARK, RD, FRANKLIN SQUARE, L I, N Y. 21



K O S EVENING SUIT by NELLIE FERNANDEZ, 347 BIRCH ST, COLTON, CALIFORNIA









# Katy Fashions

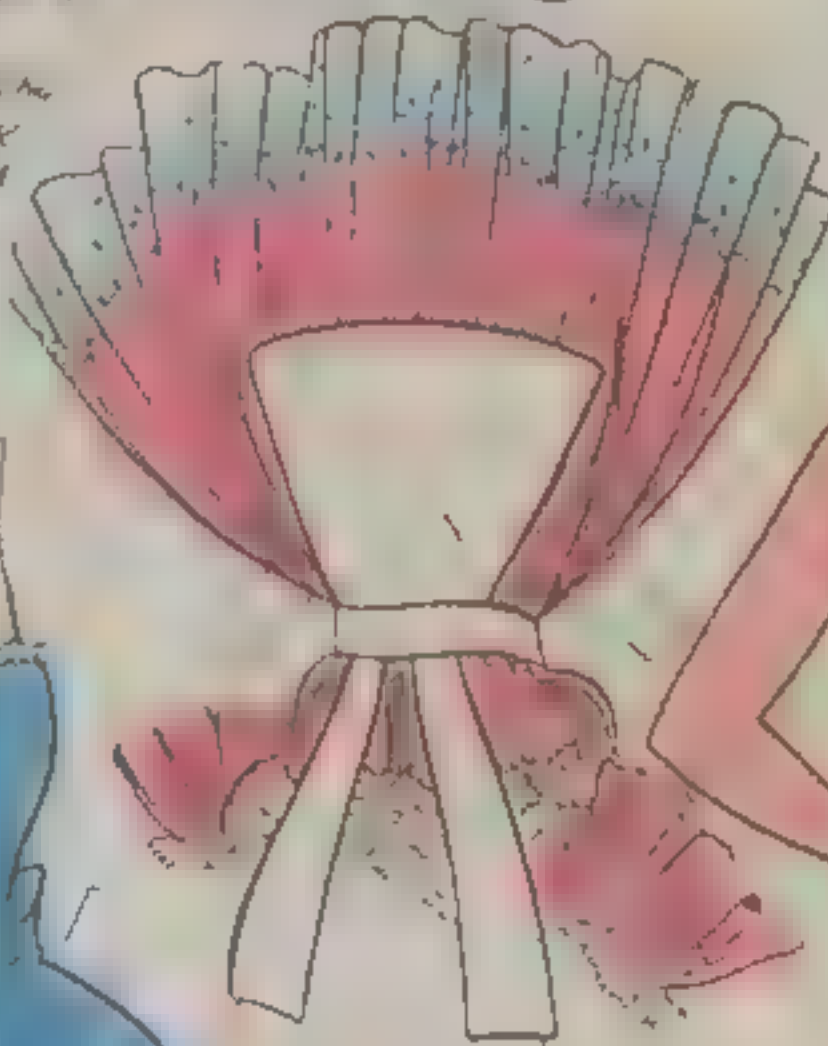
ADORN BATHING SUIT  
LOIS MACDONELL,  
3016 SEMINOLE ST,  
COCONUT GROVE,  
MIAMI 33, FLORIDA



MADE  
BY  
MARILEEN  
PE, 7  
BRADY VA  
NY

TRIPLE APRON  
MARLIN MOFFET  
FT WAYNE INDIANA

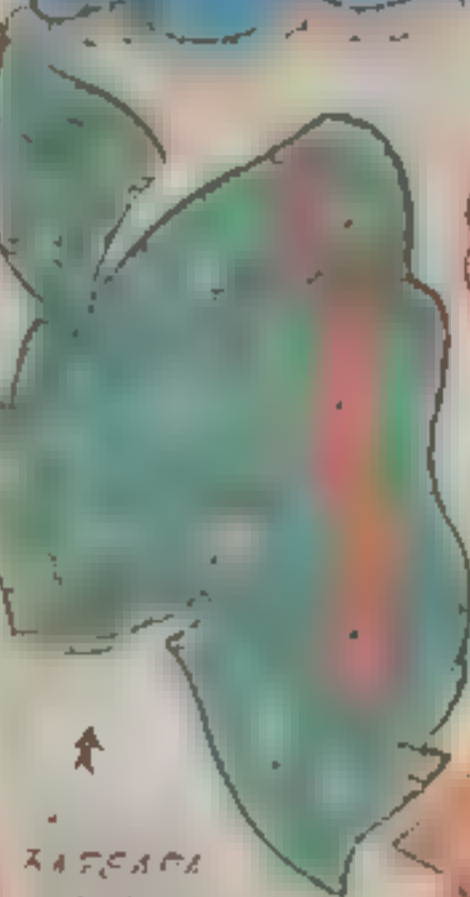
CHEF'S HAT & APRON  
by MARJORIE  
McMASTER  
216 N BROADWAY,  
TYLER, TEXAS.



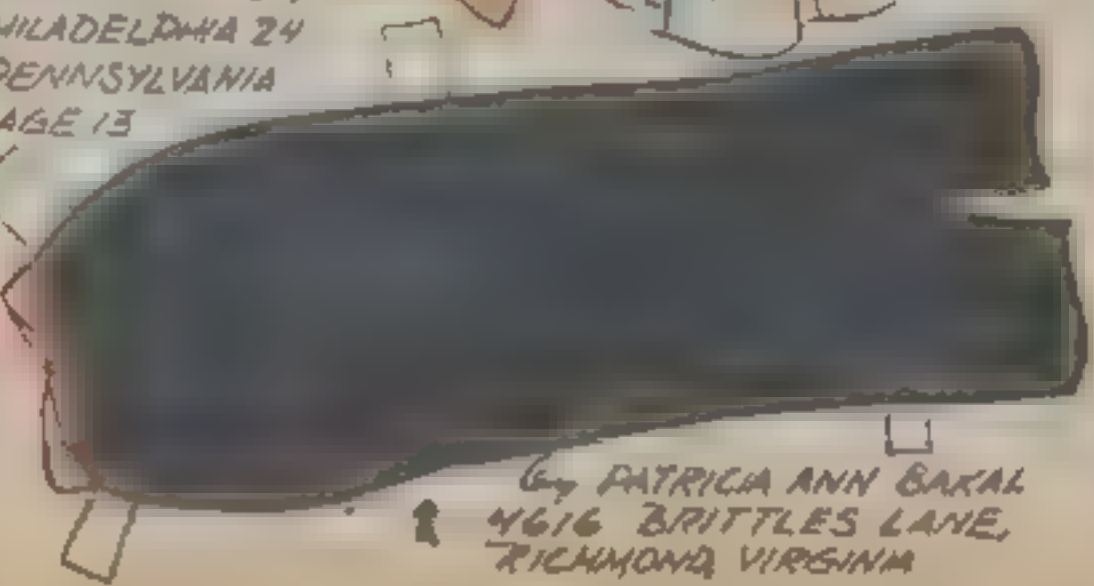
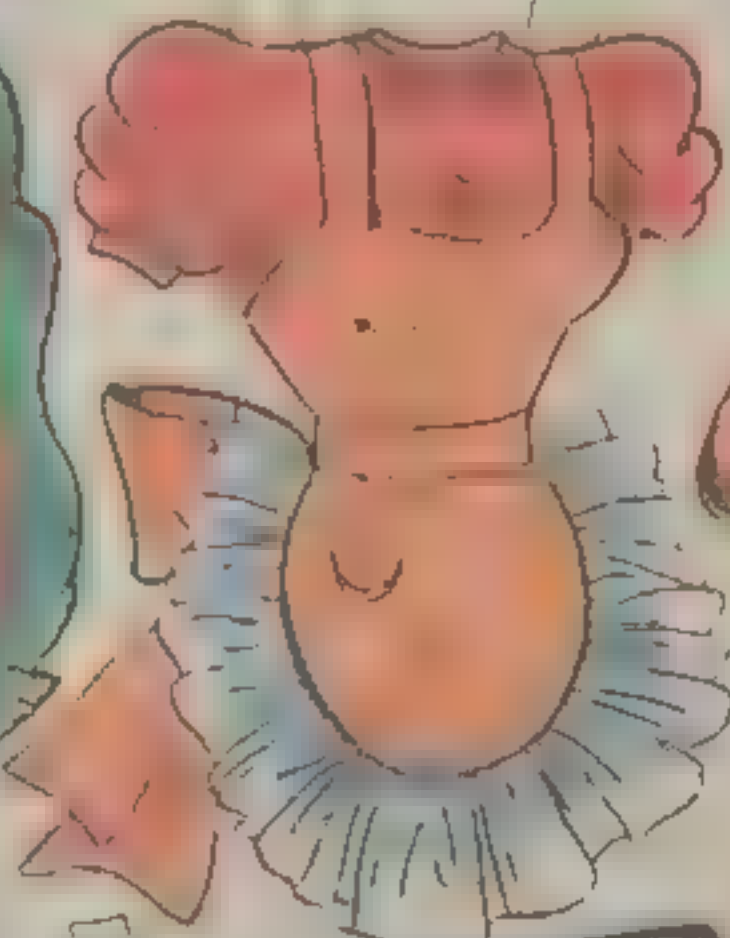
VERNA FLINT,  
7742 ANTIORN,  
OVERLAND PARK,  
KANSAS



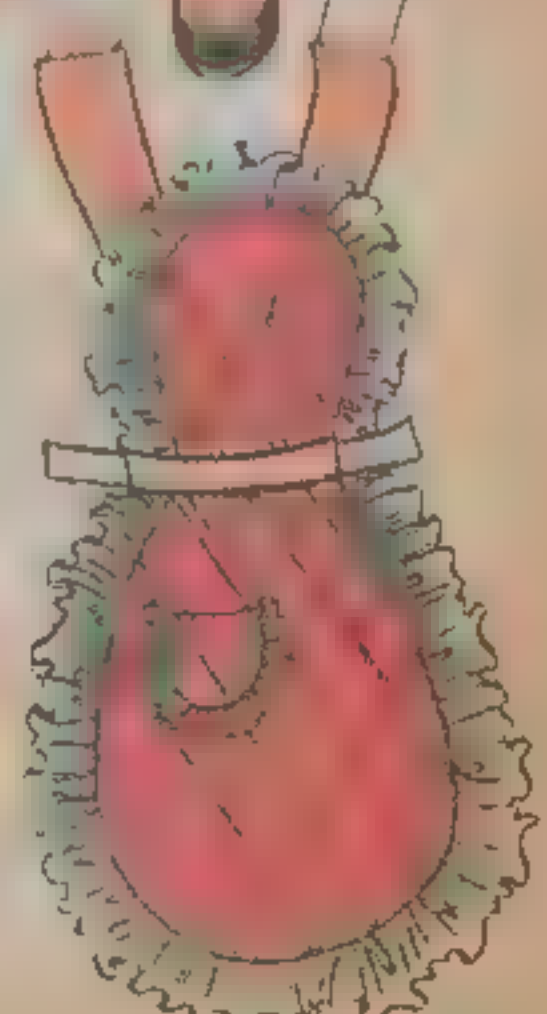
by D  
WIMMER  
2330 E  
LETTY ST,  
PENNA.



KATEADA  
HALL  
1827 KINSEY ST,  
PHILADELPHIA 24  
PENNSYLVANIA  
AGE 13



by PATRICIA ANN BAKAL  
4616 BRITTLES LANE,  
RICHMOND VIRGINIA



by JUDY BRANDENBURG,  
522 EARL ST,  
THREE RIVERS MICHIGAN



HELLO KIDS!  
WE'RE BACK WITH  
A BRAND NEW  
**Archie ANNUAL**  
#3

ITS PAGES  
OF FUN!  
YOU'LL LAUGH  
LIKE YOU NEVER  
LAUGHED BEFORE!

ALL YOU DO IS  
SEND 25¢ IN COIN  
AND WE'LL SEND  
YOU YOUR  
**Archie ANNUAL**  
AS SOON AS IT  
COMES OFF THE PRESS

EXCITING STORIES  
YOU'VE NEVER READ  
BEFORE! IT'S THE  
BEST ANNUAL  
YET!

GET ON OUR  
PRE-PUBLICATION  
LIST NOW! JUST  
FILL OUT THE  
COUPON BELOW!

**READY SOON!**

# Archie

# ANNUAL #3

**Every Story Entirely NEW  
and DIFFERENT!**

**Every Story a Riot of FUN!**



AND HERE'S SOMETHING  
**ABSOLUTELY FREE, KIDS!**  
A SPECIAL BONUS FOR GETTING  
ON THE PRE-PUBLICATION LIST!

A 4-COLOR, 12 MONTH 1952  
Archie (PIN-UP) CALENDAR.  
JUST SEND AWAY FOR THE  
ANNUAL AND YOU'LL GET  
THIS TOO!

There's a terrific popular demand for the Archie Annual . . . so don't risk missing the thrilling new 3rd edition. Get on the pre-publication subscription list TODAY!

**BE SURE TO  
RESERVE YOUR  
COPY RIGHT AWAY!**

P.S. The Archie Annual and calendar make a swell gift for your friends or relatives. Just print their names and addresses on a separate piece of paper and enclose 25¢ in coin for each. We'll do the rest.

**ARCHIE ANNUAL #3**

Room 603, 241 Church St., New York 13, N. Y.

Gentlemen: Enclosed please find 25¢ in coin for which you will send me the new Archie Annual #3 as soon as it comes off the press, plus the 4-color 1952 Archie Calendar as a special bonus for ordering in advance.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

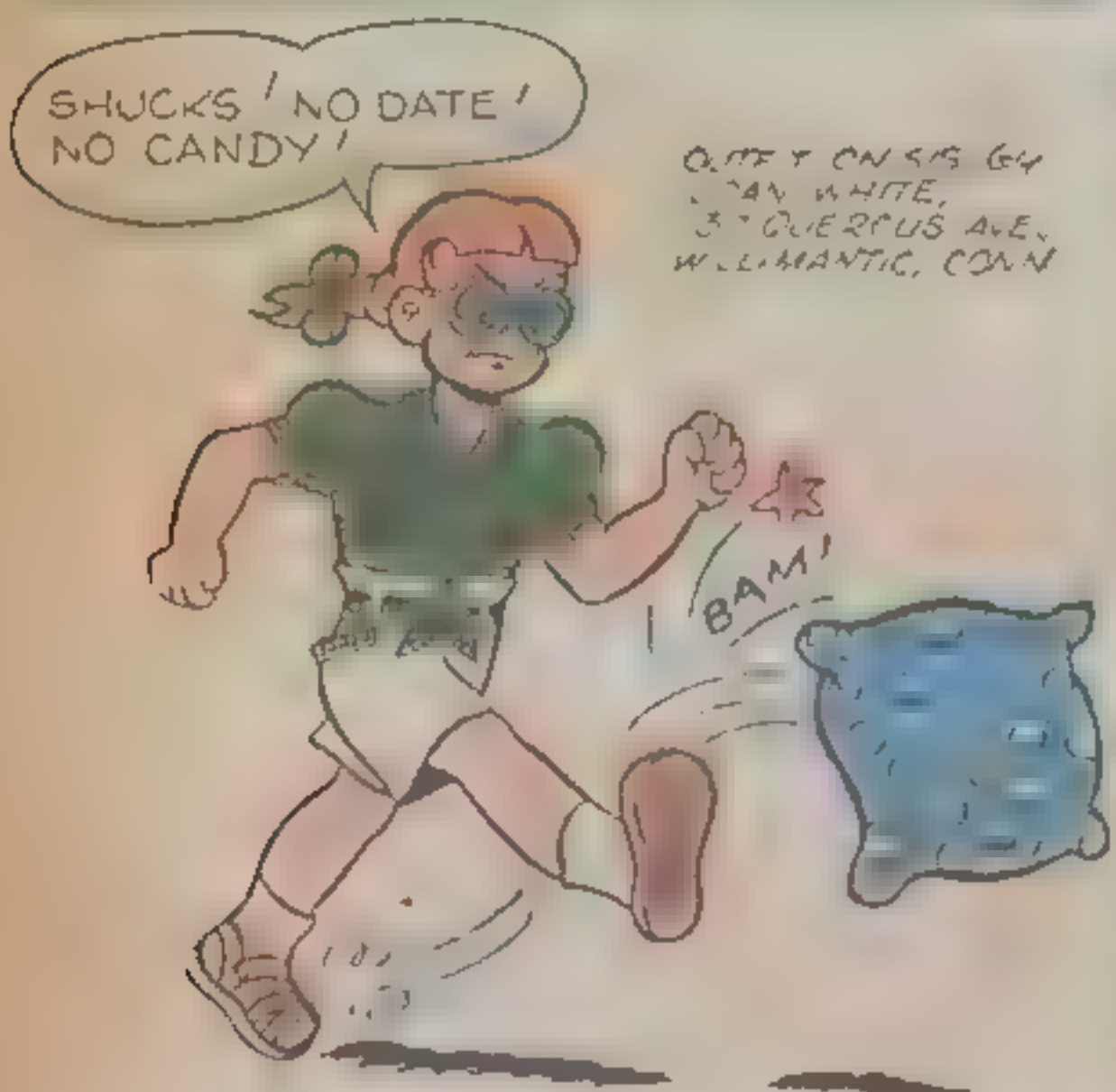
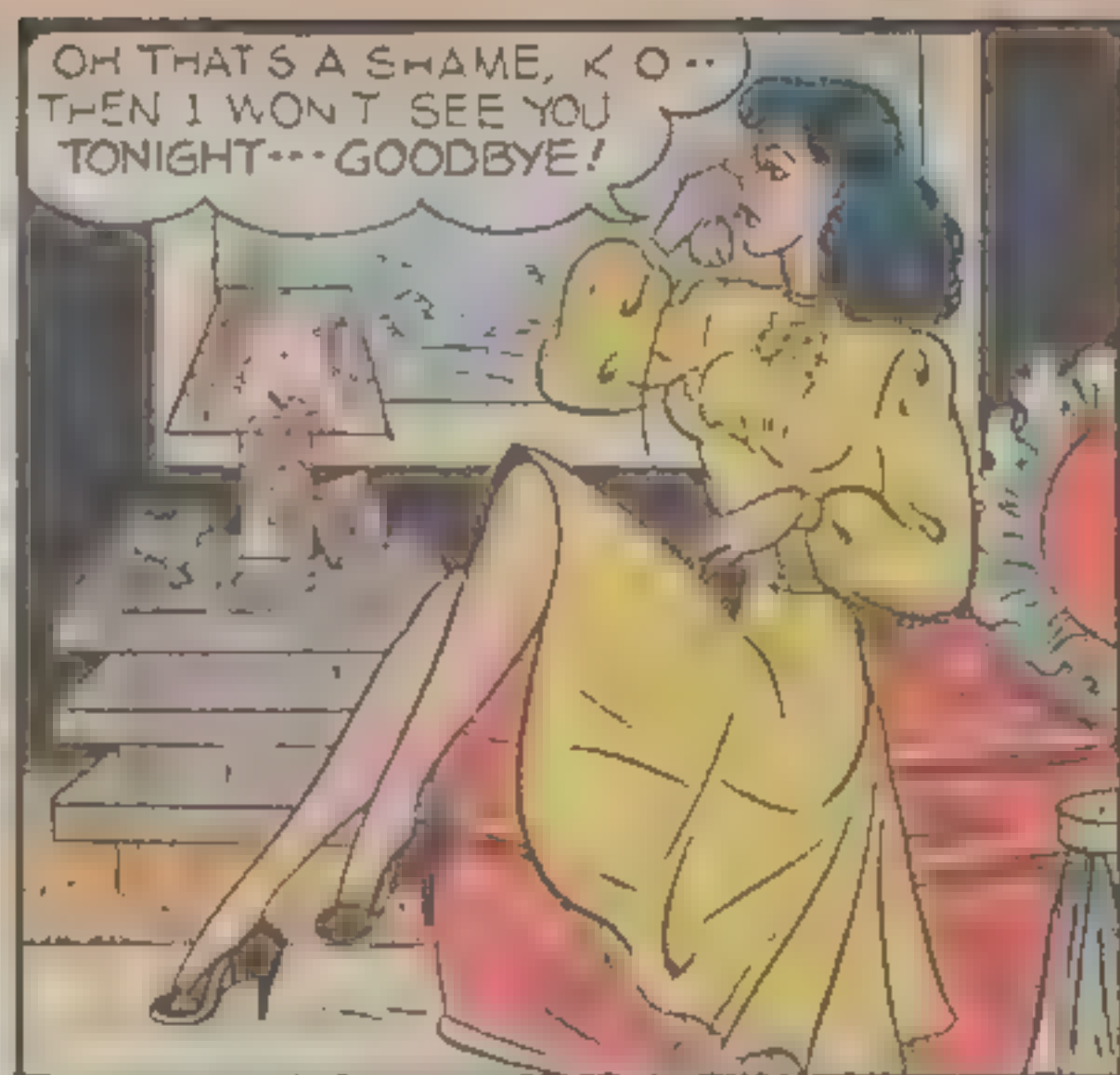
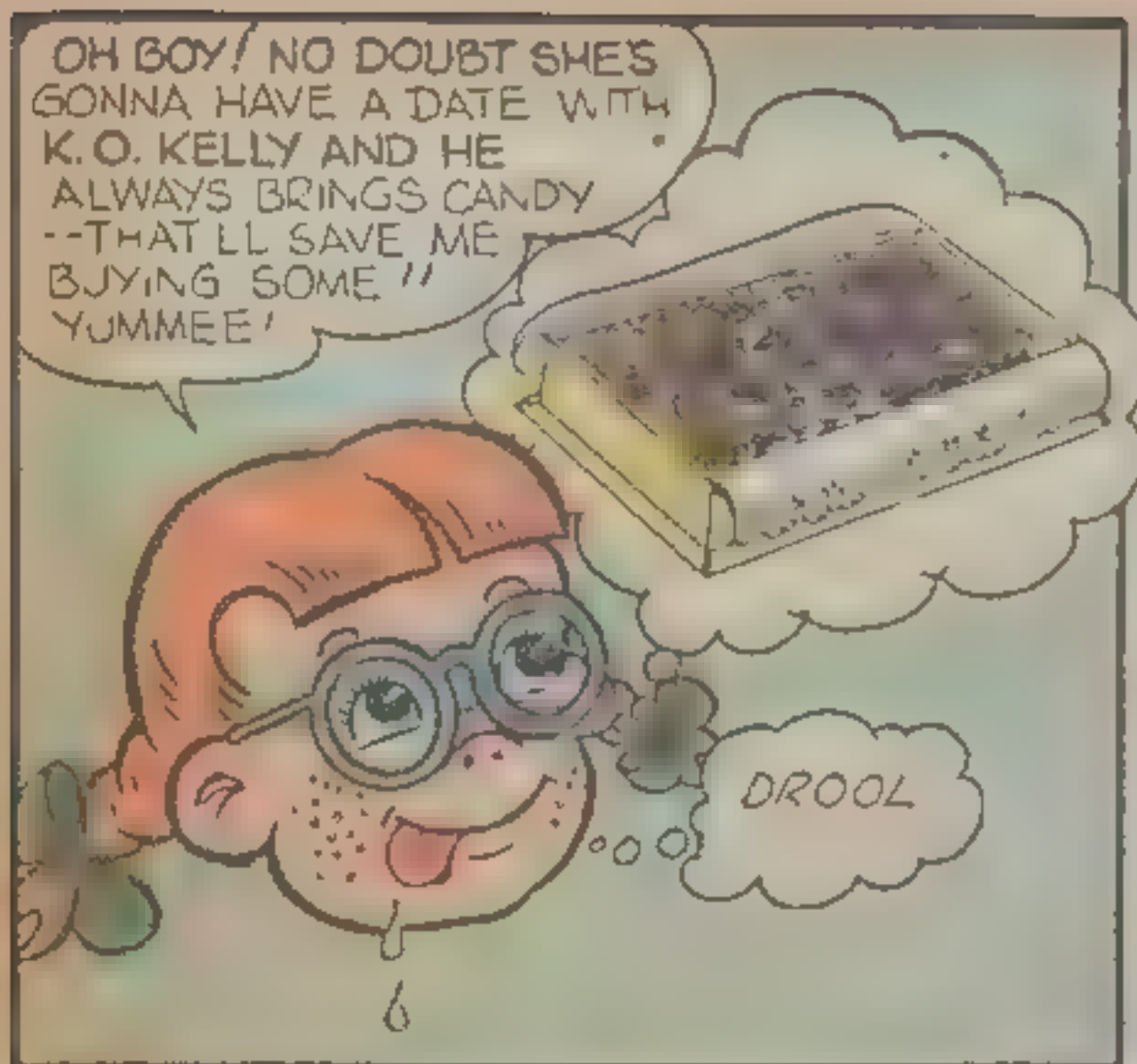




POSE, DRESS, ETC. by CLAUDINE PAULK,  
500 JACKSON ST.,  
AMARILLO, TEXAS (AGE 11)



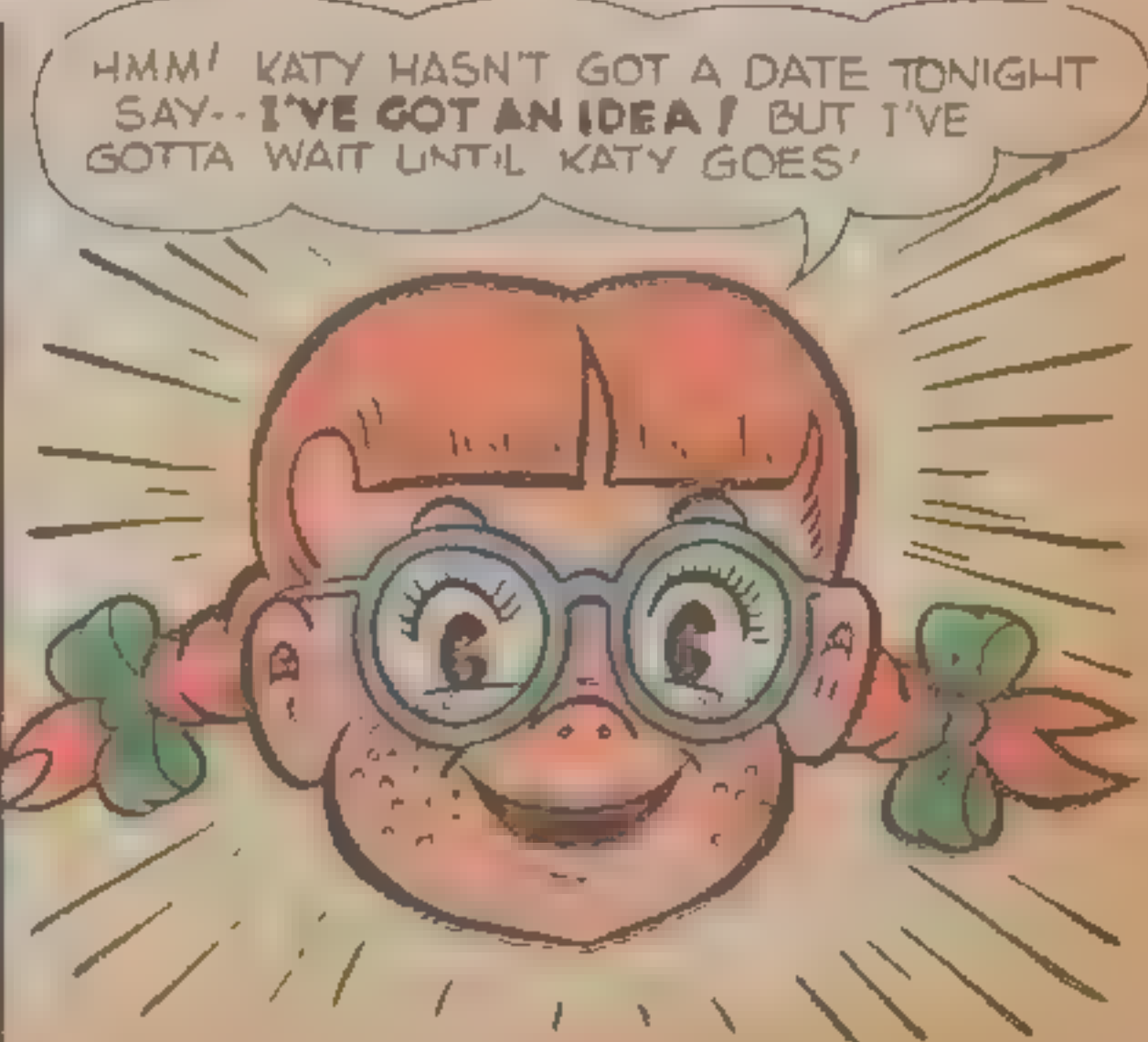
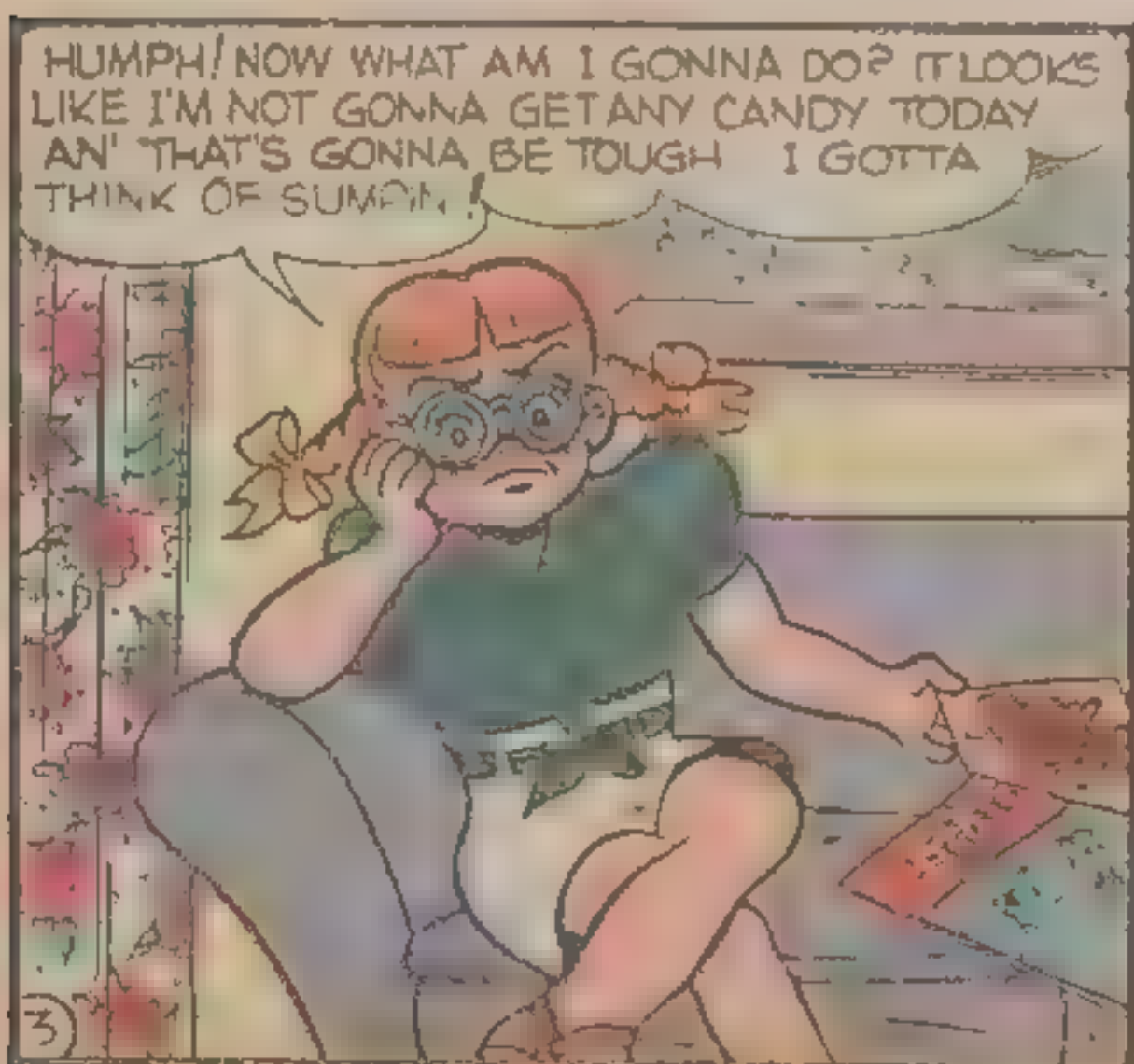
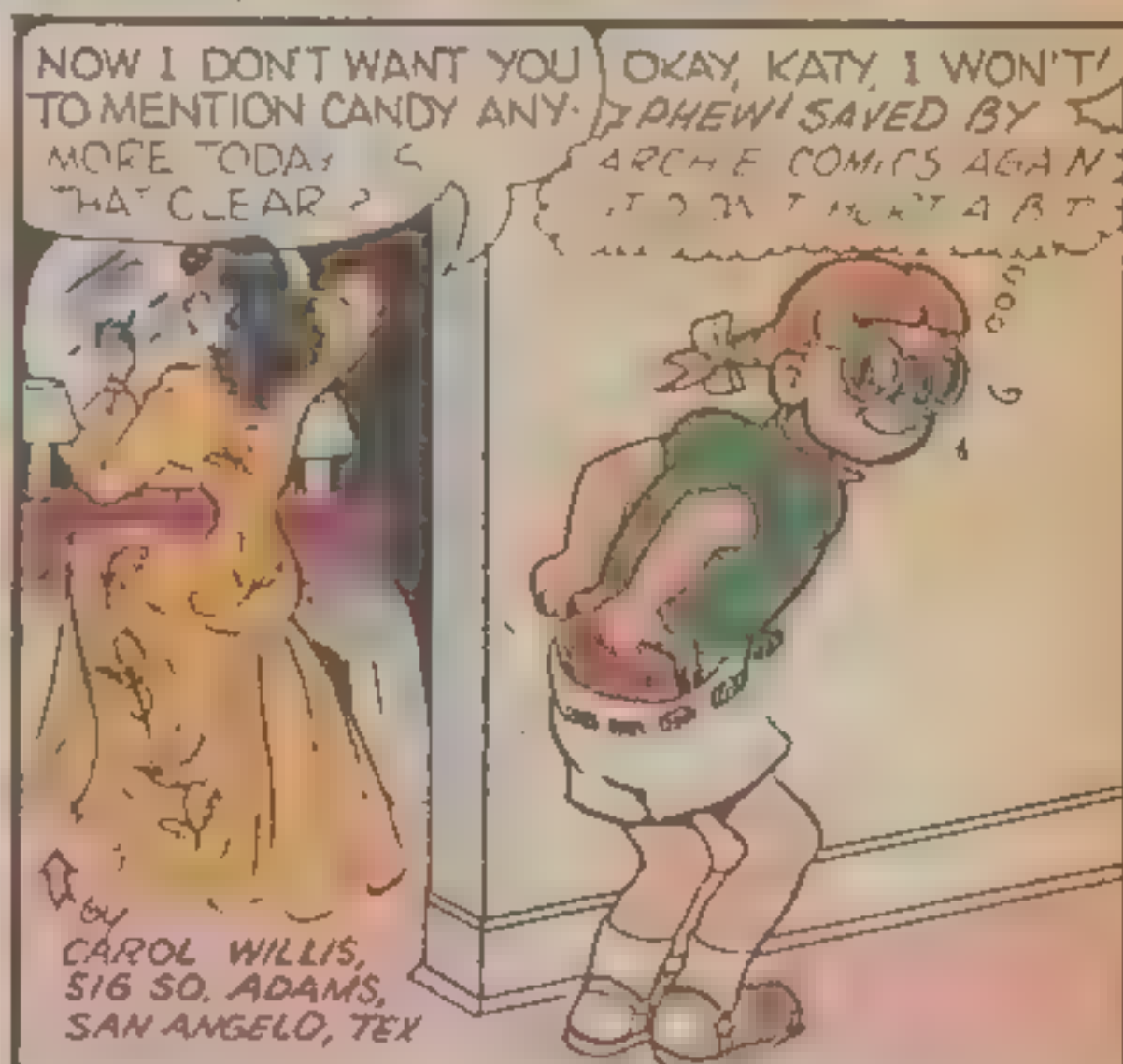
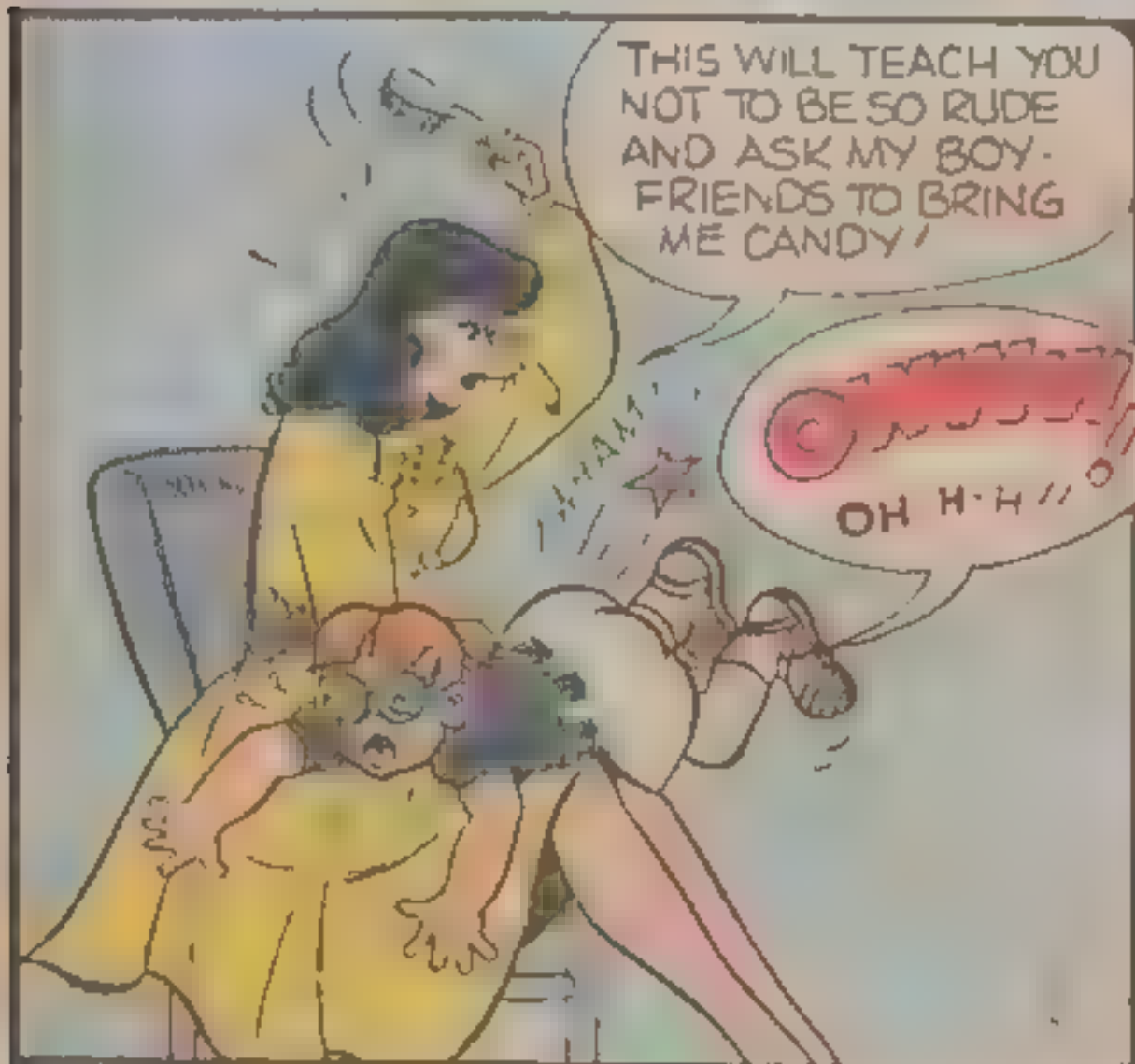




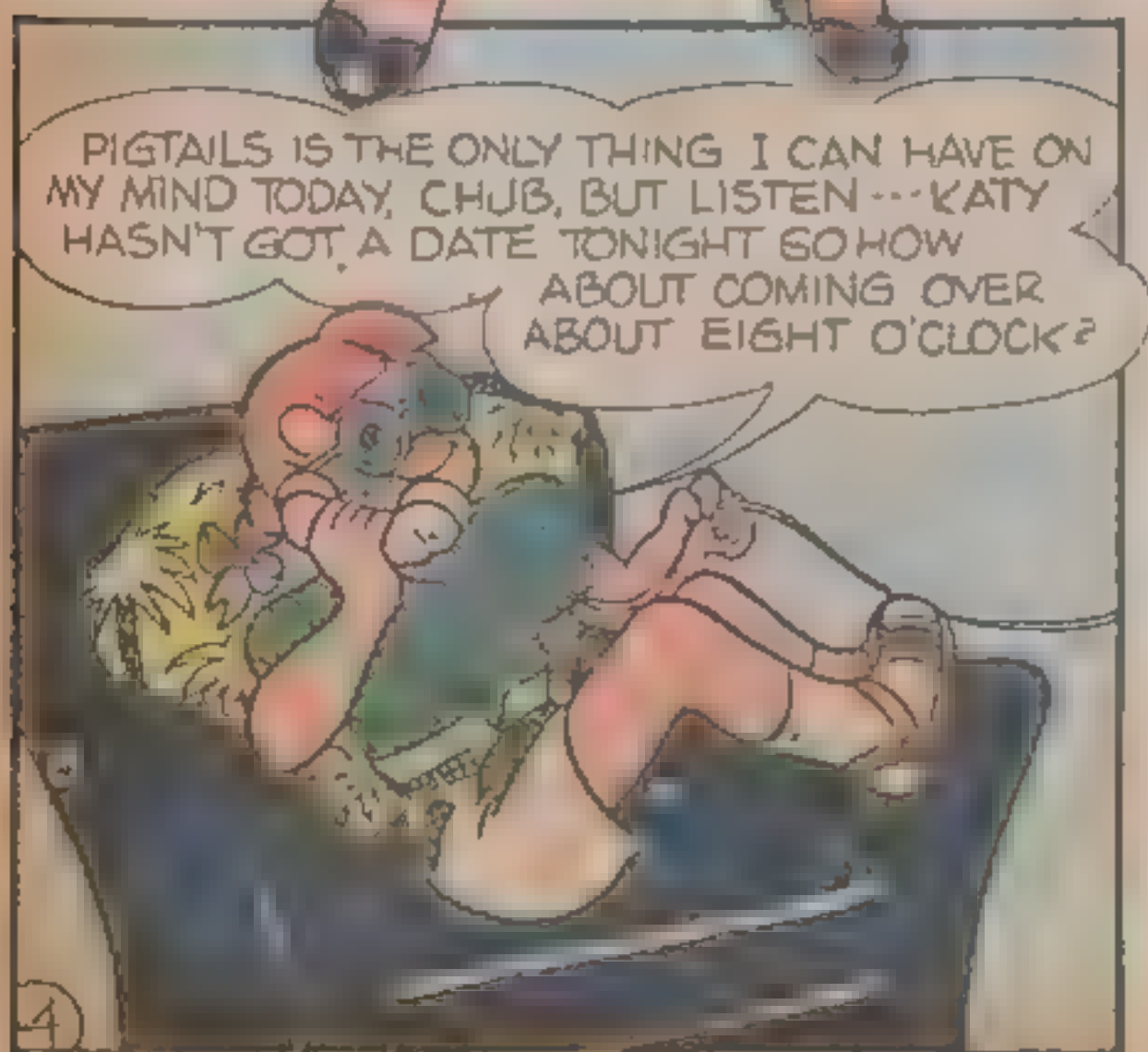




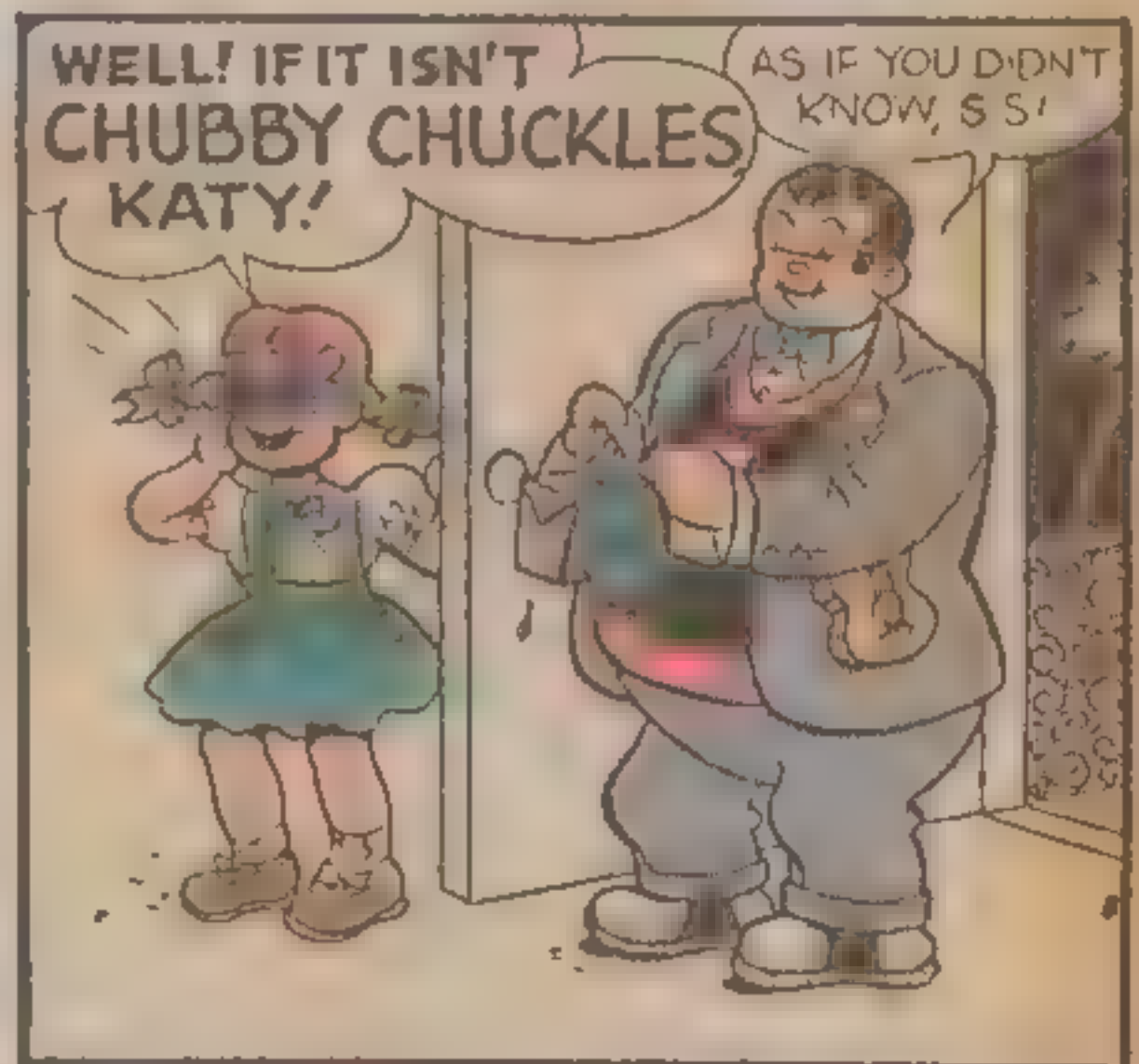
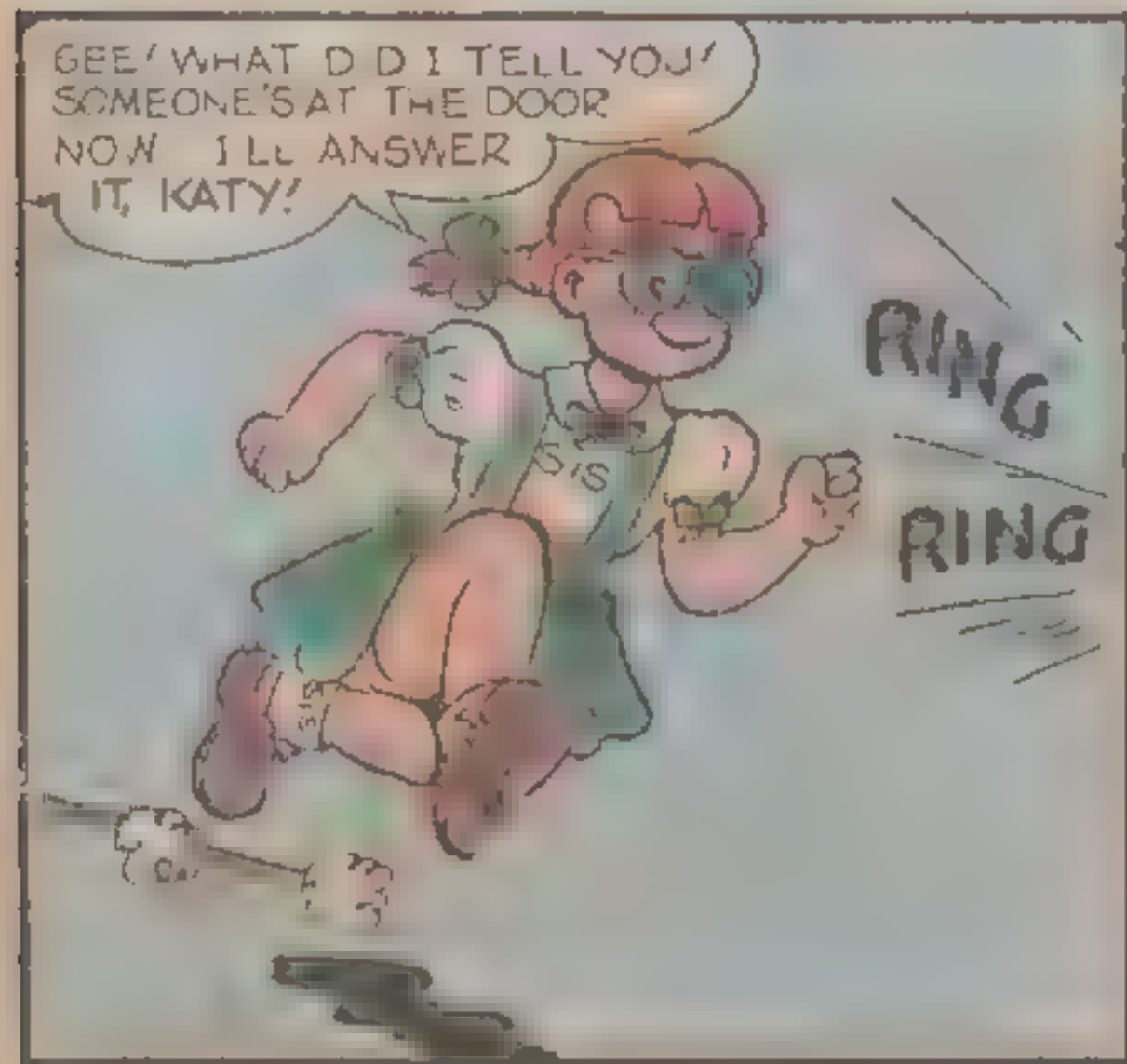
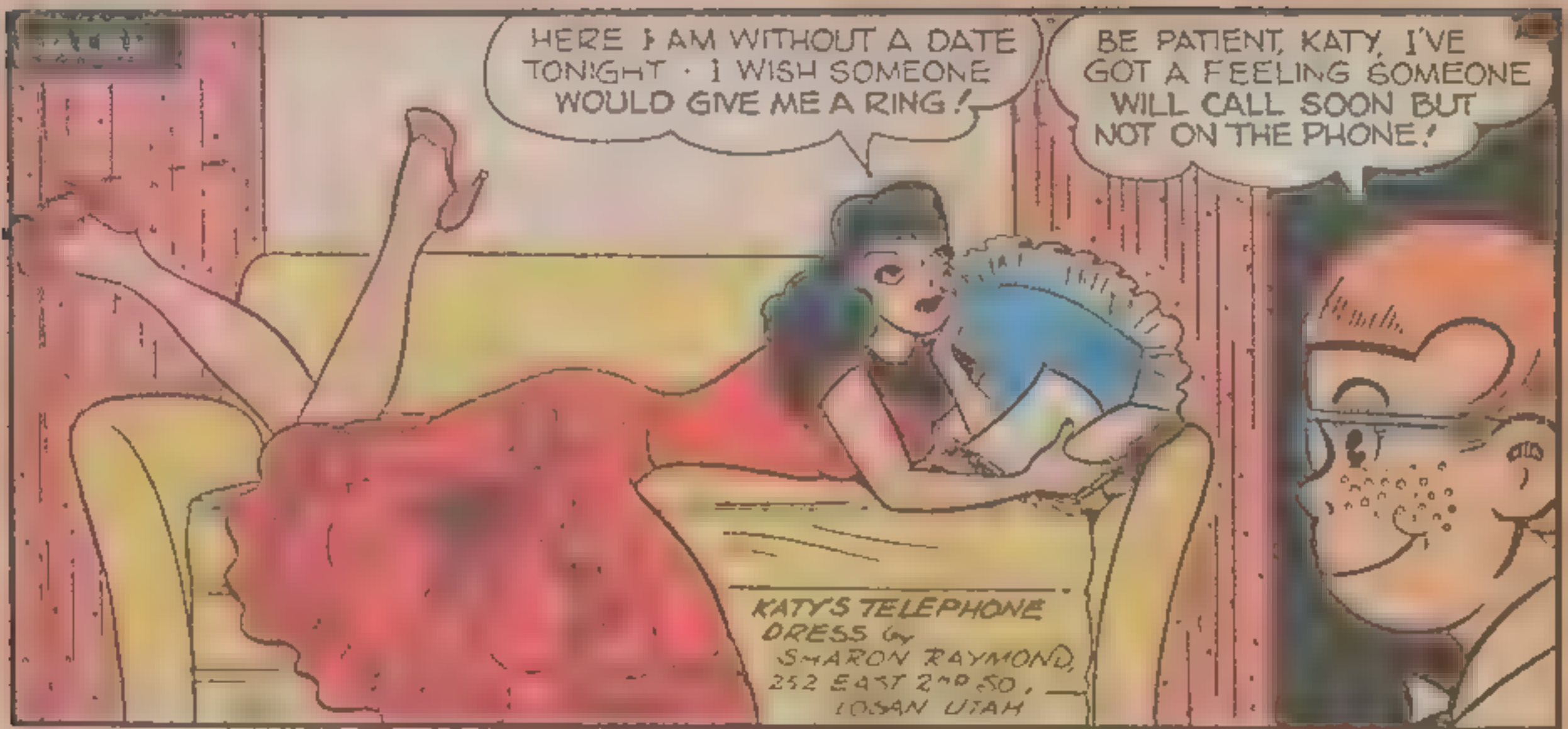
RANDY'S SUIT & TIE BY JOANNE BUCK, AGE 10, 75K FF PARKWAY, NORTH HAVEN, CONNECTICUT



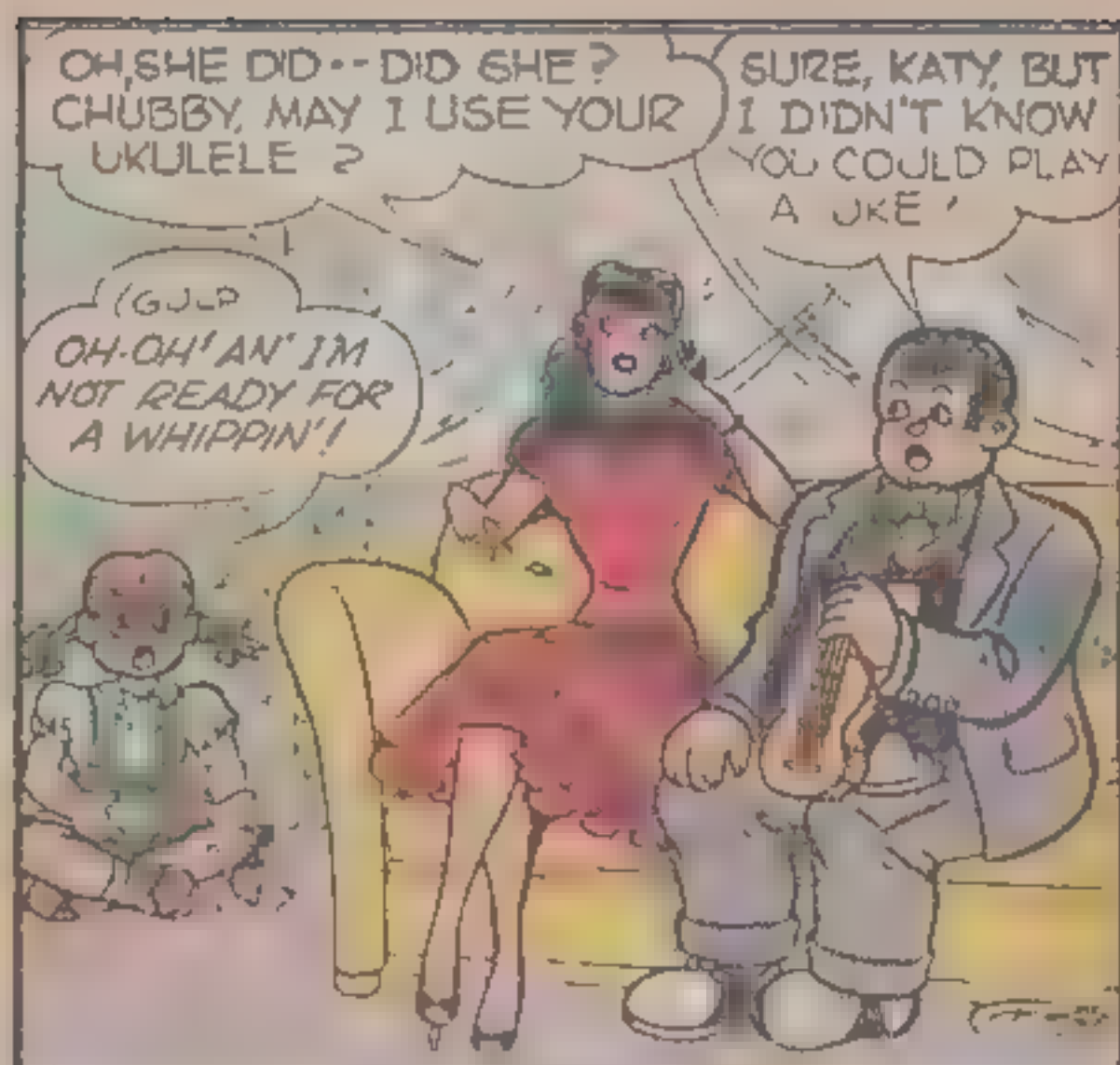












"SWEET DREAMS" WAS THE NAME OF THE SONG THEY WERE SINGING. THE NAME OF THE SONG WAS "SWEET DREAMS".

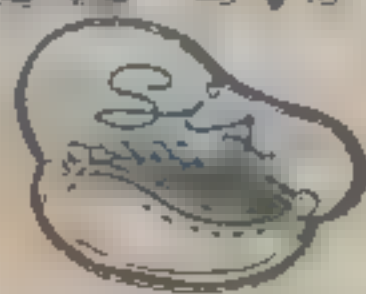




# HERE ARE SOME FASHIONS FOR SIS THE CANDY KID



BADY DRESS BY  
LARA LEE SAGE  
221 N. 1ST ST. R.D.  
BLOOMFIELD, N.J.



SAILOR OUTFIT BY  
BEVERLY GOLBIN,  
143 STERLING ST.  
BROOKLYN 25, N.Y.



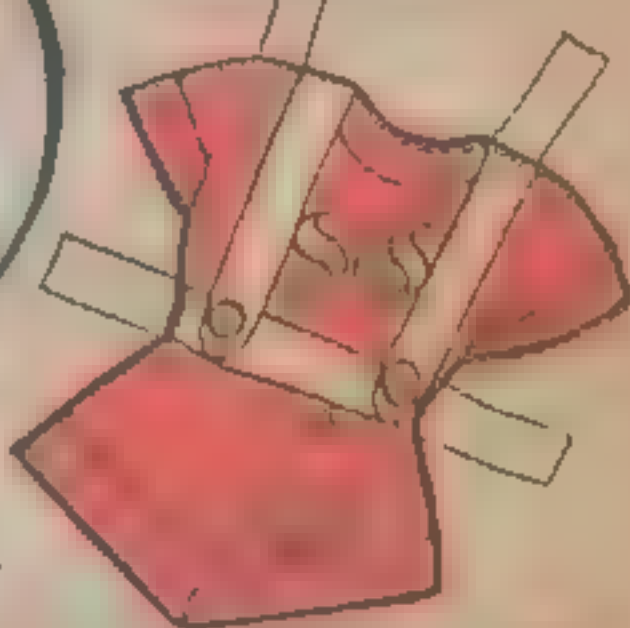
DUCK TO RIDE IN WATER  
BY CYNTHIA LORING,  
18 WAKEFIELD  
HARDEN CONN.



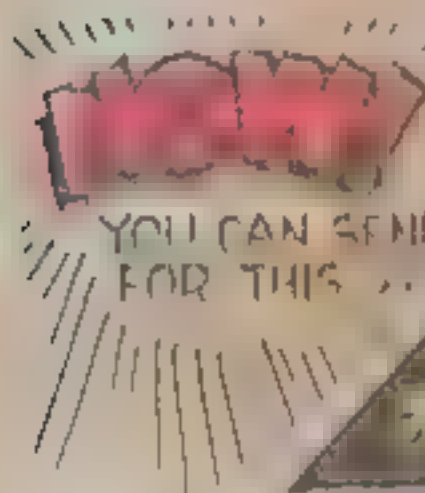
SUN SUIT BY  
MARGO NICHOLSON, 236 S. FRANKLIN  
SOMERSET, MA  
SWIM SUIT AND ROSE BY  
JUNE NELSON, GROVE CITY, MINN.



SUN SUIT BY  
ELLEN COHEN,  
80 32 190 ST.  
JAMAICA 3, N.Y.



IF YOU'D LIKE A PIN UP AND CUT OUT SET OF SIS AS WELL AS KATY--LOOK AT AD BELOW



YOU CAN SEND  
FOR THIS...

THOUSANDS HAVE ASKED FOR IT! HERE IT IS! A PIN UP AND CUT OUT SET OF SIS!

**PIN UP OF SIS**  
OVER 50 CUT OUTS

ALL FOR  
ONLY

**10¢**

HERE'S HOW TO GET THIS BEAUTIFUL  
PIN-UP AND CUT-OUT SET OF SIS! JUST SEND 10¢  
WITH THIS COUPON TO KATY KEENE IN HOLLYWOOD



TO KATY KEENE PIN-UP DEPT.  
7070 HOLLYWOOD BLVD.  
HOLLYWOOD 28, CALIF.

HERE IS MY TEN CENTS IN COIN PLEASE SEND ME  
THE NEW PIN UP AND CUT-OUT SET OF SIS

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

(PLEASE PRINT NAME AND ADDRESS CLEARLY)

Check IF YOU HAVEN'T ALREADY DONE SO YOU  
MAY STILL SEND FOR NUMBER ONE AND  
NUMBER TWO PIN-UP AND CUT-OUT SETS  
OF KATY KEENE--JUST SEND ADDITIONAL  
MONEY AND SPECIFY WHICH SET YOU WANT  
(EACH SET COSTS 10¢)

KATY KEENE P-24 Letter



THIS PIN-UP IS  
6x9 INCHES  
IN COLORS AND IS  
SUITABLE TO FRAME  
CUT-OUTS ARE THE  
MOST POPULAR  
FASHIONS SENT  
IN FOR SIS!



# KATY KEENE

By Bill 'Woody' Wood

SUSAN LAVOYE  
6081 SATURN ST.  
LOS ANGELES, CALIF  
ROGER LEAVENWORTH  
155 LOGAN SE,  
GRAND RAPIDS 6, MICH  
JUDY COOK,  
1420 SO CRESCENT,  
PARK RIDGE, ILL  
ILENE HAYHURST  
1212 BOX 16  
YUCAIPA, CALIF (AGE 11)  
LARRY HOM,  
1959 ASHBY AVE.,  
BERKELEY CALIF. (AGE 11)  
GLORIA WOEST, (AGE 13)  
ECKHART LAKE, WISC  
REBECCA SINGLETON  
RT 3, BOX #282  
RED SPRINGS, N C  
NORMA BRUCE (AGE 14)  
RT 3, DALE, INDIANA  
SUSAN HERRIN,  
TFA B.I.B.-1  
FORT BRAGG, N C  
JOYCE COOK,  
FORT PAYNE, RT #3  
ALABAMA  
GINGER WELSCH,  
1686 DEARBORN DR,  
KIRKWOOD 22, MO  
SHEILA HART,  
1 RAMETTO RD,  
SANTA BARBARA, CALIF  
JEANETTE CESARE,  
BOX 512, PEN ARGYL, PENNA  
HALINA SPIEWAK,  
65 ST, MARKS PLACE,  
NEW YORK 3, N Y  
FILEPA FERRO,  
3 EAST 112 ST, APT #7,  
NEW YORK 29, N Y  
JUDITH WAITZMAN  
435 W 65 TH ST,  
CHICAGO 21, ILL  
MARY BENO,  
332 CHESTNUT ST,  
FAIRPORT,  
HBR, OHIO  
RUTH  
ROB SON  
BOX 304  
K.OWA  
KANSAS  
EMILY SHYLOSH  
31 WORCESTER ST,  
INDIAN ORCHARD, MASS.



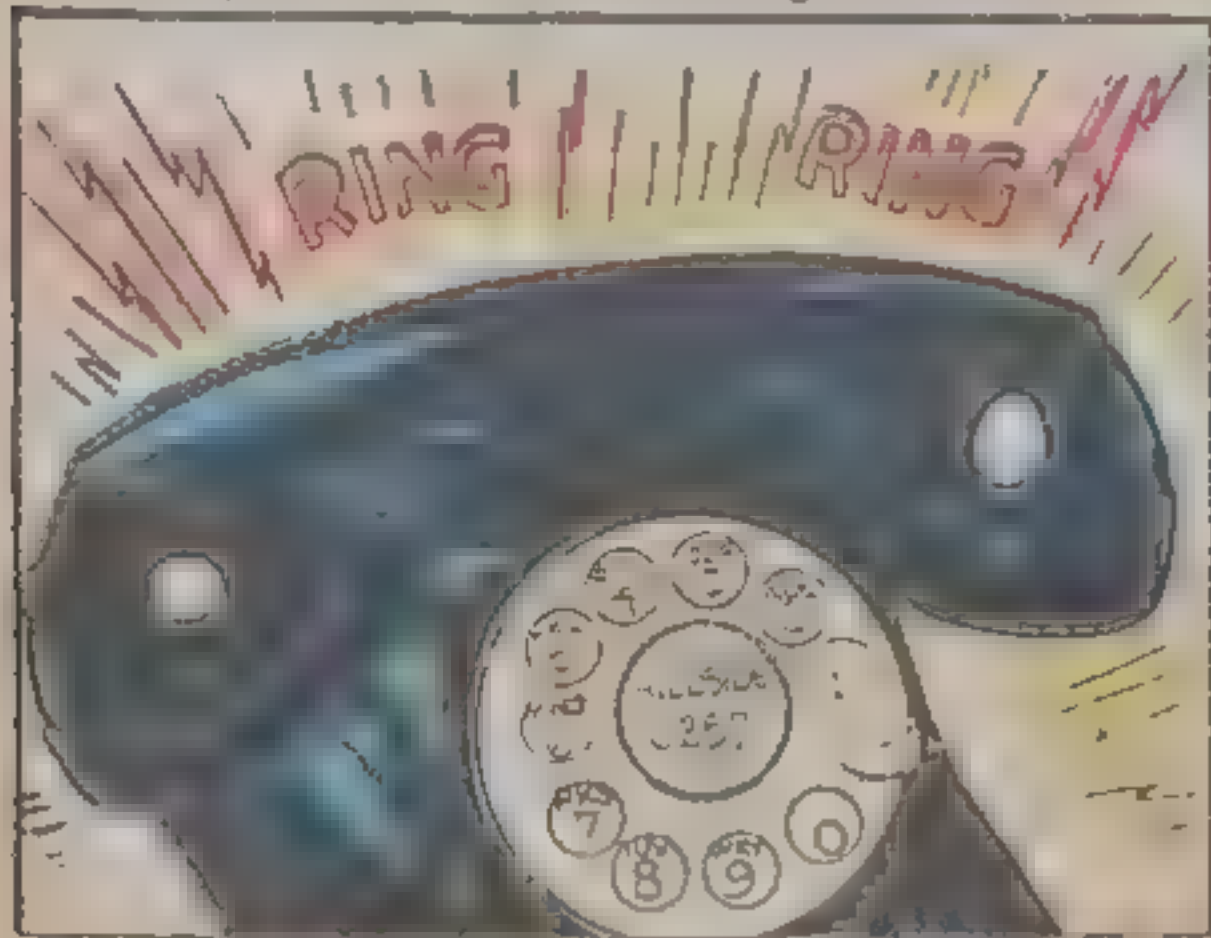
JUDY M. VASSER  
288 SD RIDGE RD, SAN FRANCISCO CALIF  
DONNA LEE WIRKKALA  
GRAYS RIVER WASH

CAROL VAN DYKE  
4748 NOBLE AVE  
SHERMAN OAKS CALIF  
JACQUELINE STADEL  
393 ARGONNE DR,  
KENMORE 23 N Y  
JEAN BOWMAN (AGE 10)  
54 BENEDICT AVE,  
LANGLEY FIELD VA  
BARBARA KOLBY,  
27 N E 17 TERR  
MIAMI 32 FLA  
JANE WILLEY,  
MT HERMAN RD,  
SALISBURY MD  
FRANCES TROY  
MOOREFIELD W VA  
MARY JO GUDRIAN  
049 NW 22 AVE,  
MIAMI, FLORIDA  
MASTER ALFRED VIEN  
BOX #611,  
PITTSFIELD, NH  
CAROL ANN COLLOM  
RT 2 BOX #740  
TEXARKANA  
TEXAS  
JUNE MCCRAY  
MCCRAYS CAFE  
WAYNESVILLE, MO  
ENNED ALME  
6447 26TH AVE NW  
SEATTLE 7 WASH  
DOLORES VINCENT (AGE 12)  
23 KI MAPLE ST,  
WICHITA 2, KANS  
GAYE PHILIPP,  
402 SERENO DR  
DALLAS 18 TEXAS  
MARSHA PETERS  
15-4TH AVE, N.W.,  
ROCHESTER, MINN.  
VERNA M. KENDALL,  
1211 W SECOND AVE,  
ROCHELLE, ILL  
VIRGINIA COOK,  
718 ELM ST,  
CHULA VISTA  
CALIFORNIA.  
(AGE 13)  
PATSY ANN  
JONES (AGE 11)  
2116 1ST AVE S  
TEXAS CITY, TEXAS  
RITA KAY HUNTER,  
BOX 321, OGDON, INDIANA

STAR GOWN ON KATY DESIGNED BY READERS WHOSE NAMES ARE LISTED ABOVE  
WRITE TO THEM AS A FEMALE AND TELL THEM YOU SAW THEIR DESIGN ON KATY KEENE

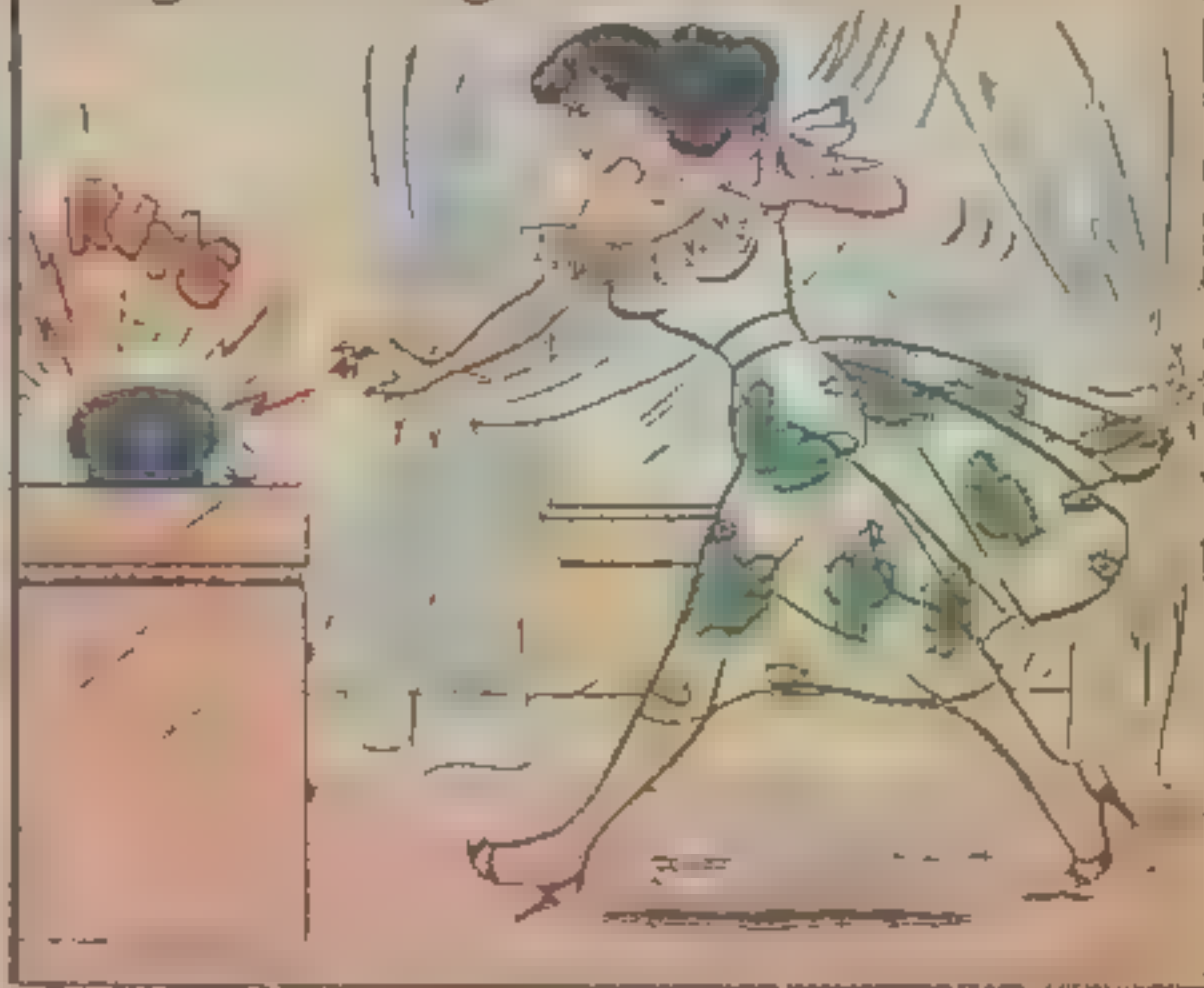


Katy's horoscope says she's to see lots of stars soon and as our story begins her phone rings in her apartment at 7070 Hollywood Blvd.

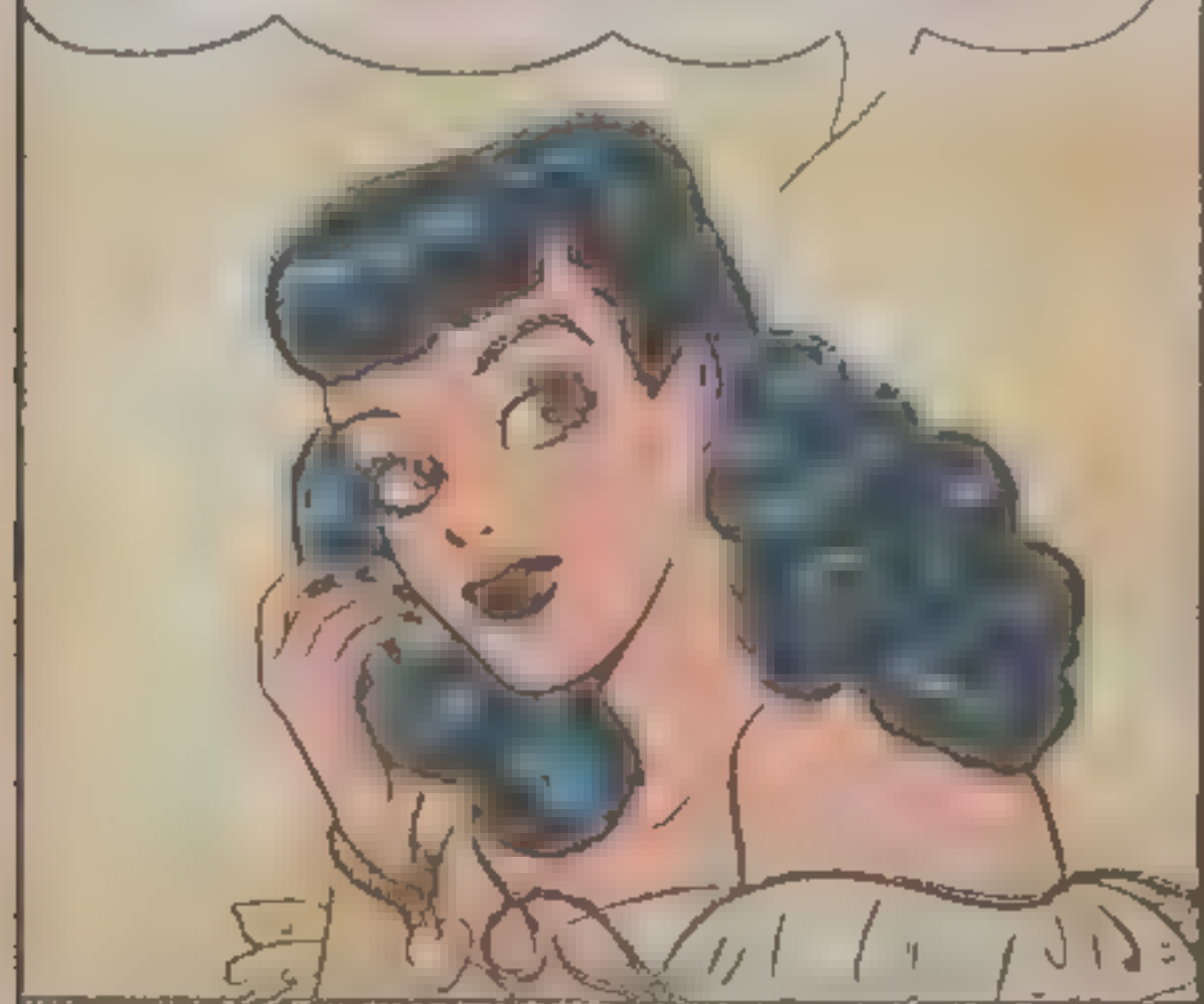


KATY'S CACTUS SKIRT AND BLOUSE by SIS A CACTUS 3330 62ND ST, SACRAMENTO CALIF 95811

Katy runs the mad to answer it thinking it might be her big break in the movies



HELLO, YES-YES! THIS IS KATY WELNE! YOU SAY THIS S M G N MOVE STUDIOS

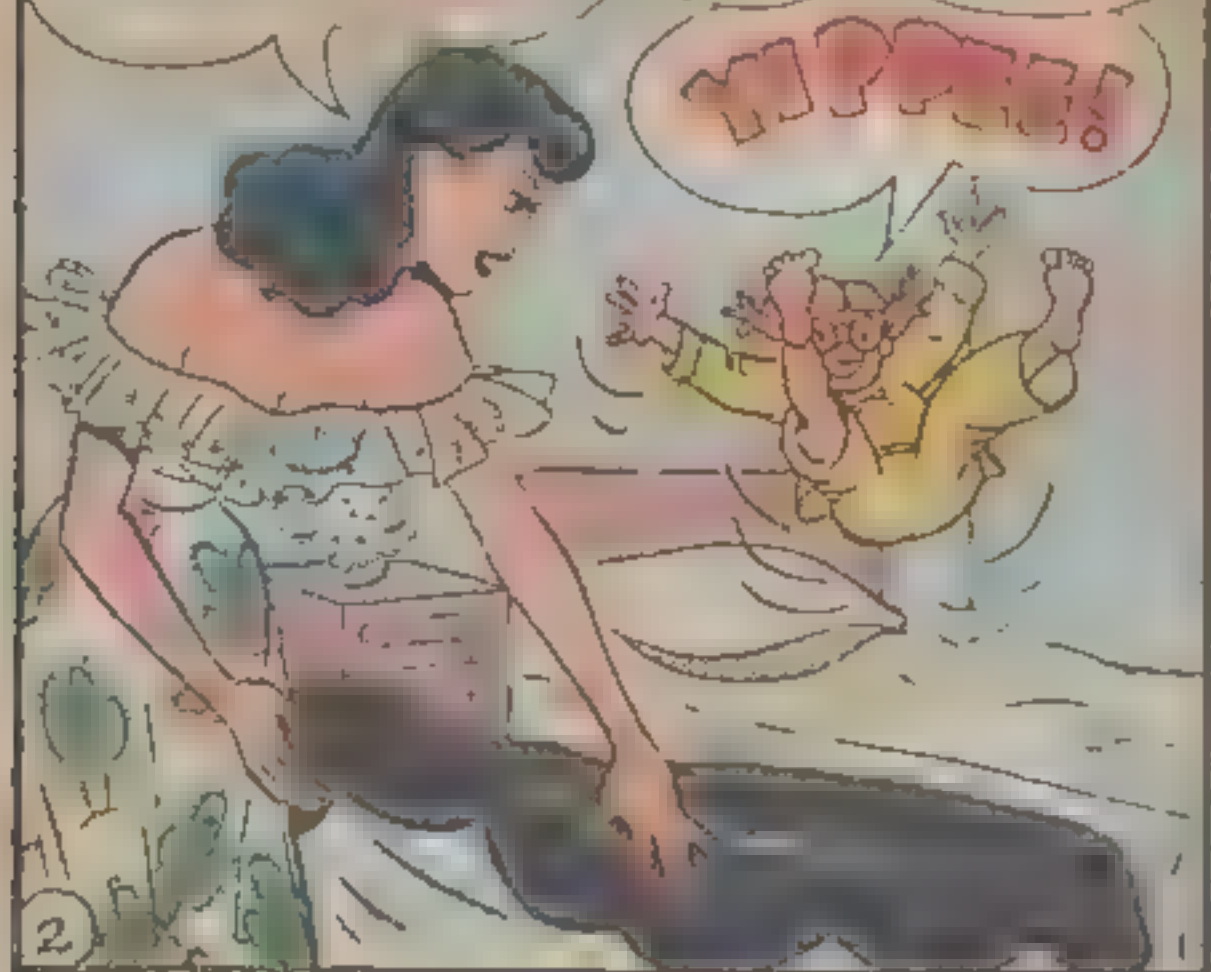


YES, KATY THIS IS DANNY, AT M-G-N STUDIOS WE HAVE A PART FOR YOU, KATY -- YOU'LL HAVE A CHANCE TO SEE LOTS OF B.G STARS TOO -- REPORT AT THE CASTING OFFICE TOMORROW MORNING AT SEVEN!



KATY'S SLIP ROSE AND PICTURES ON WALL BY JOCKE EBERHARD 35 ELDER ST ROCHESTER N Y (AGE 13)

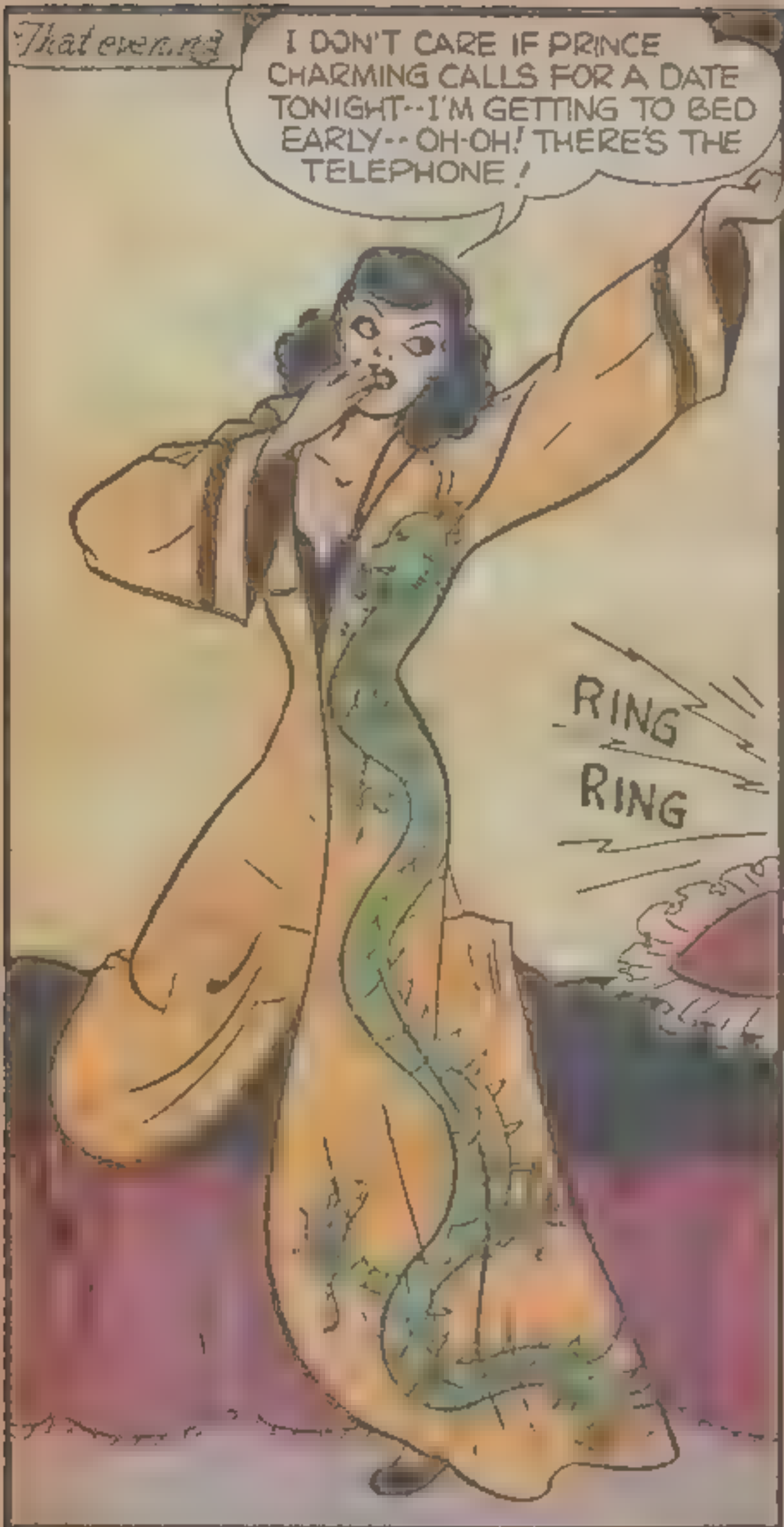
SIS, MAYBE THIS IS MY BIG BREAK. I'M TO REPORT AT M-G-N CASTING OFFICE TOMORROW MORNING AT SEVEN



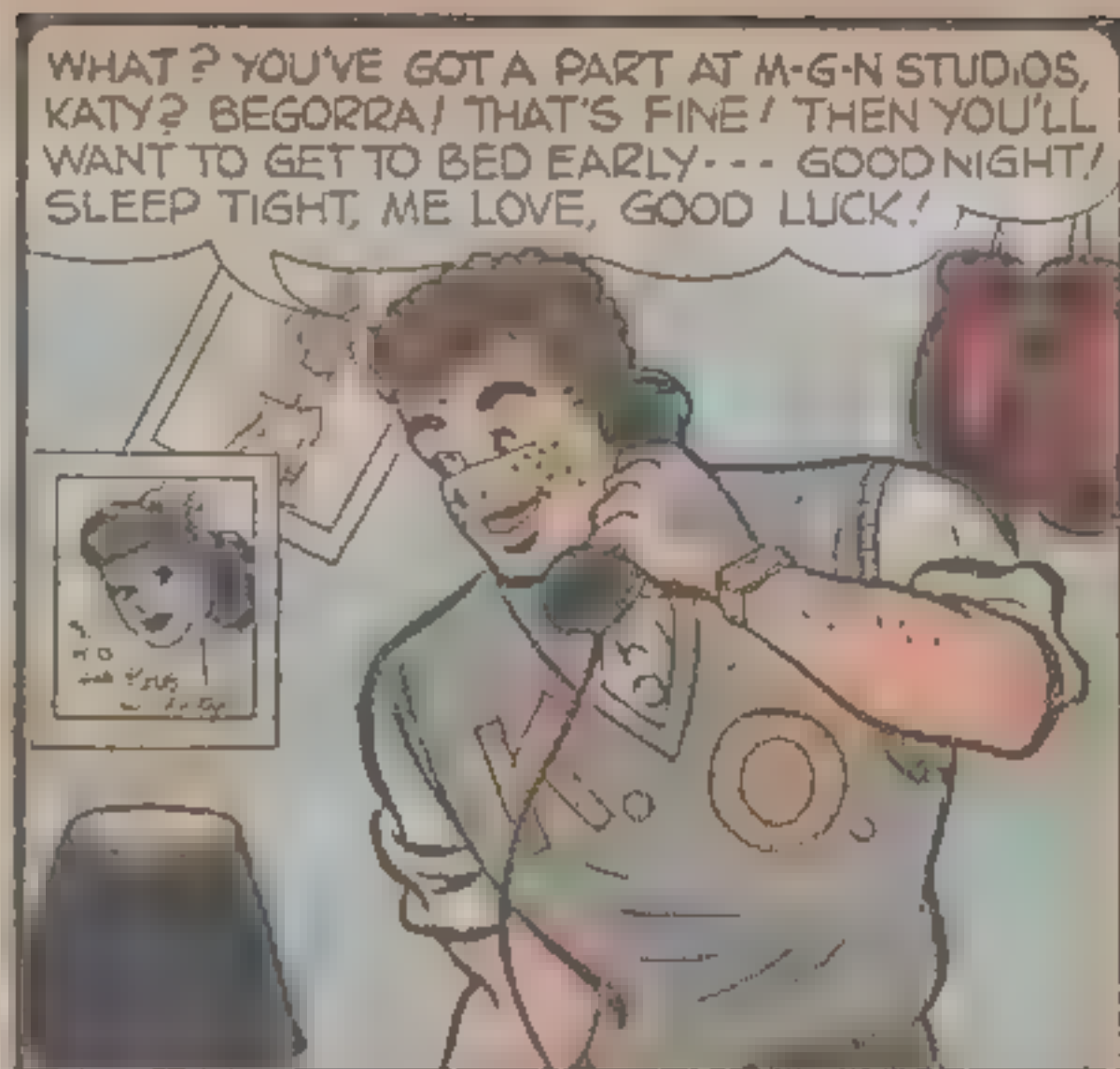
THAT ALL MEAN NO DATES TONIGHT. I'VE GOT TO RETIRE EARLY! HMM! MY HOROSCOPE SAYS I'M TO SEE LOTS OF STARS SOON!



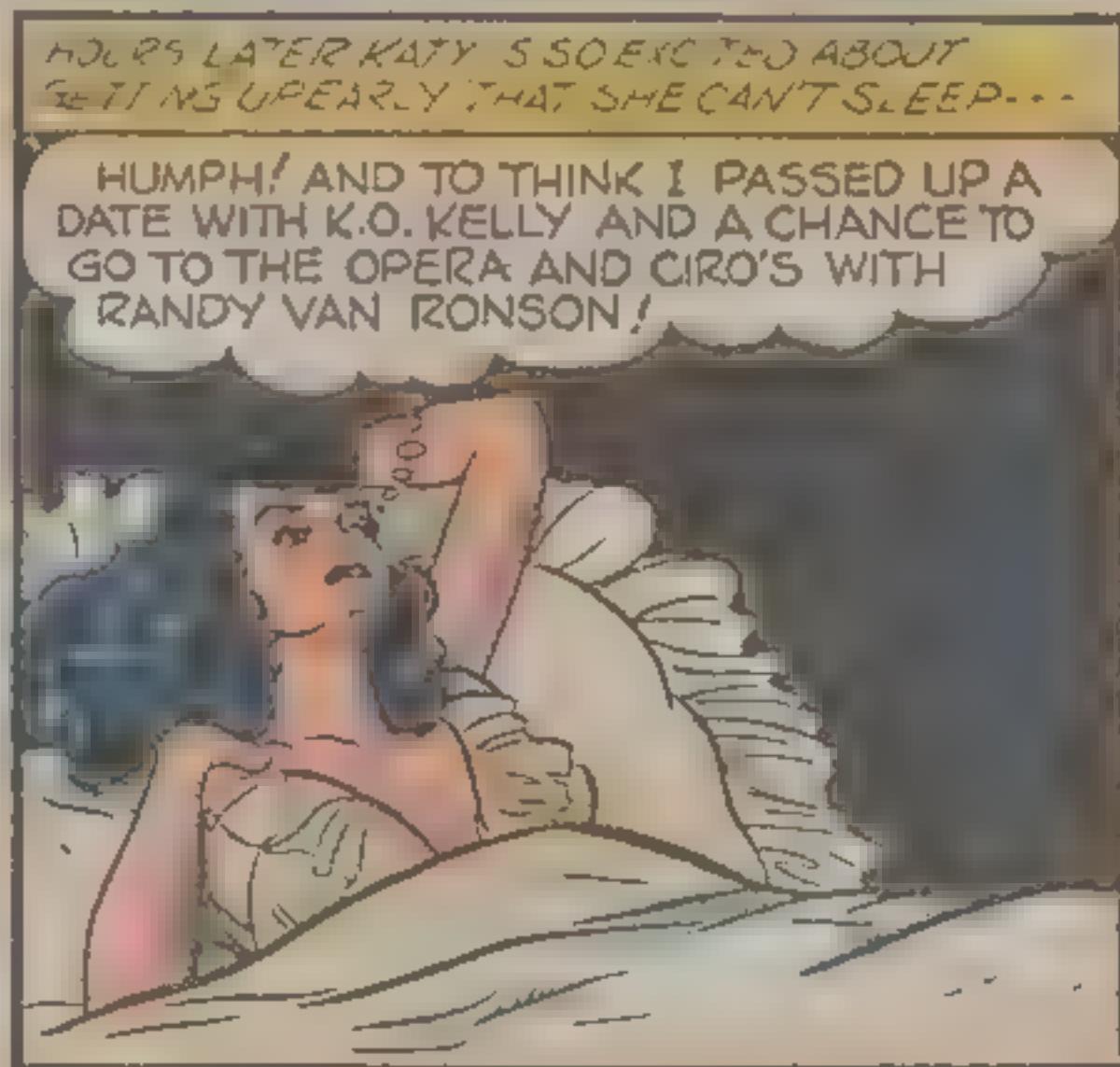




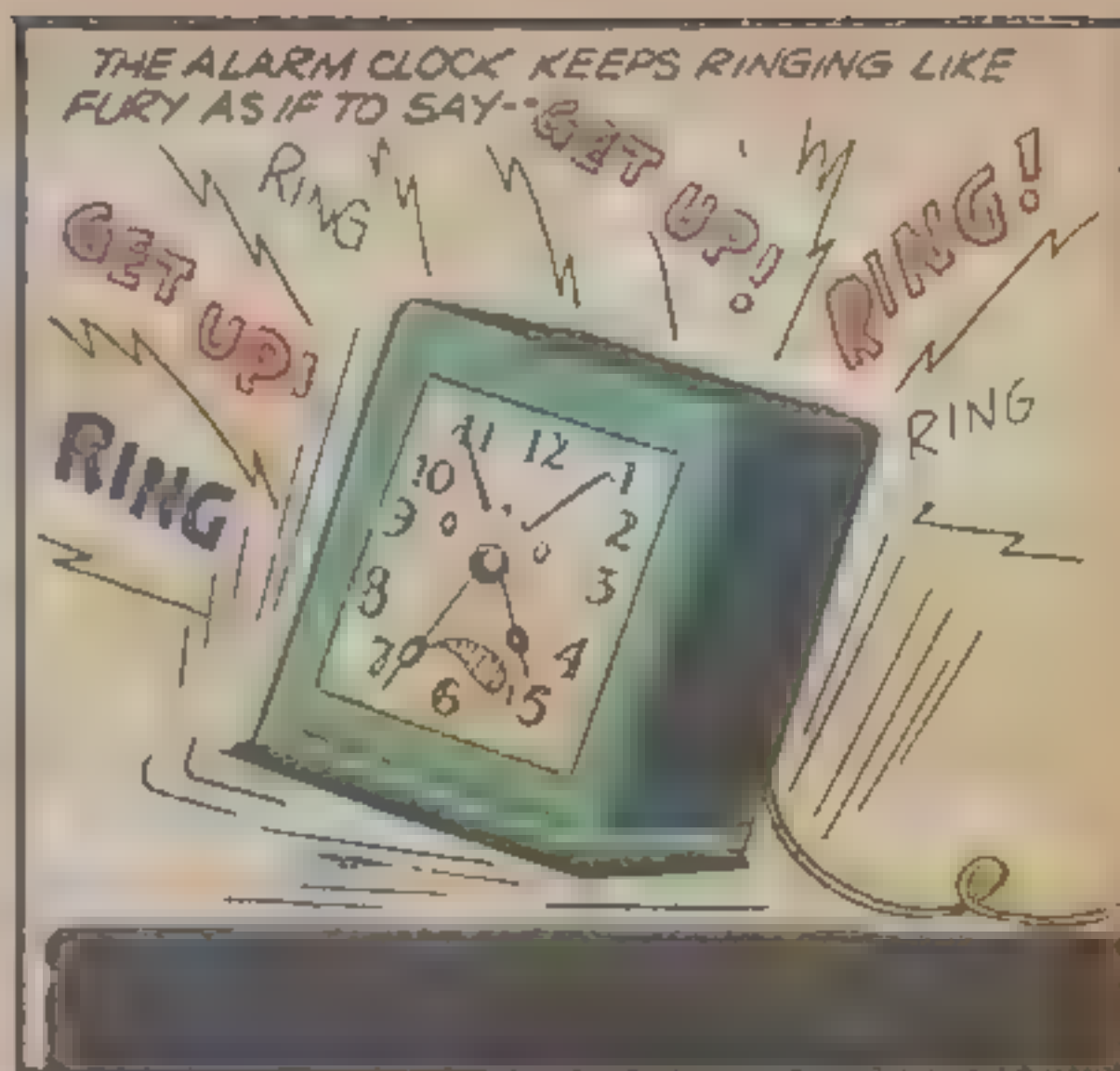
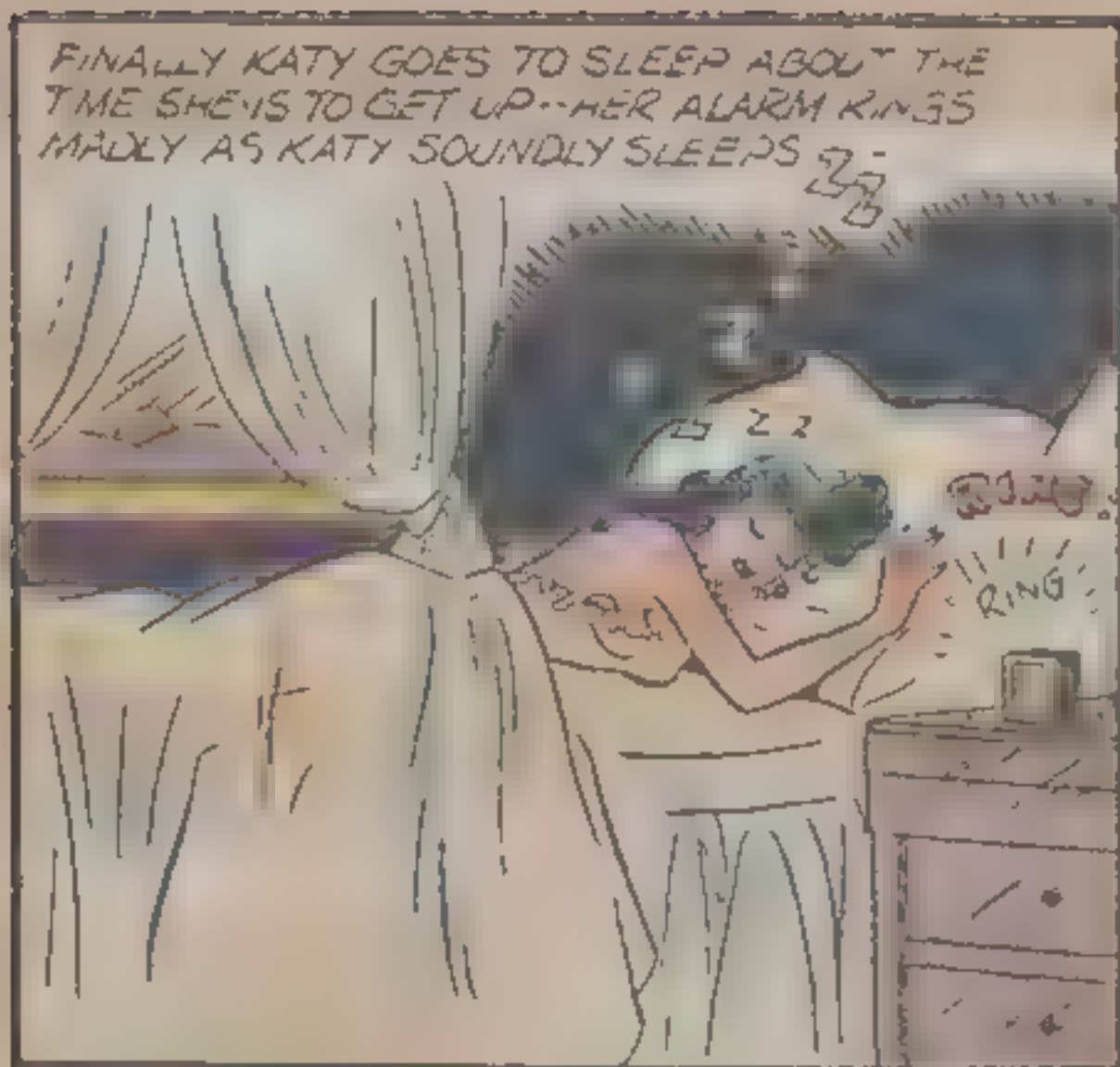
KATY'S DRAGON ROBE by DOTTIE BLIZZARD, 132 DUNROVIN DR, PT WENTWORTH GEORGIA



K.O.'S SWEATER by KATHYRINE HELVEY KINGSFORD TENN







KATY'S NIGHTIE by PENNY COHEN 285 COLLEGE ST, MACON, GEORGIA (AGE 1)

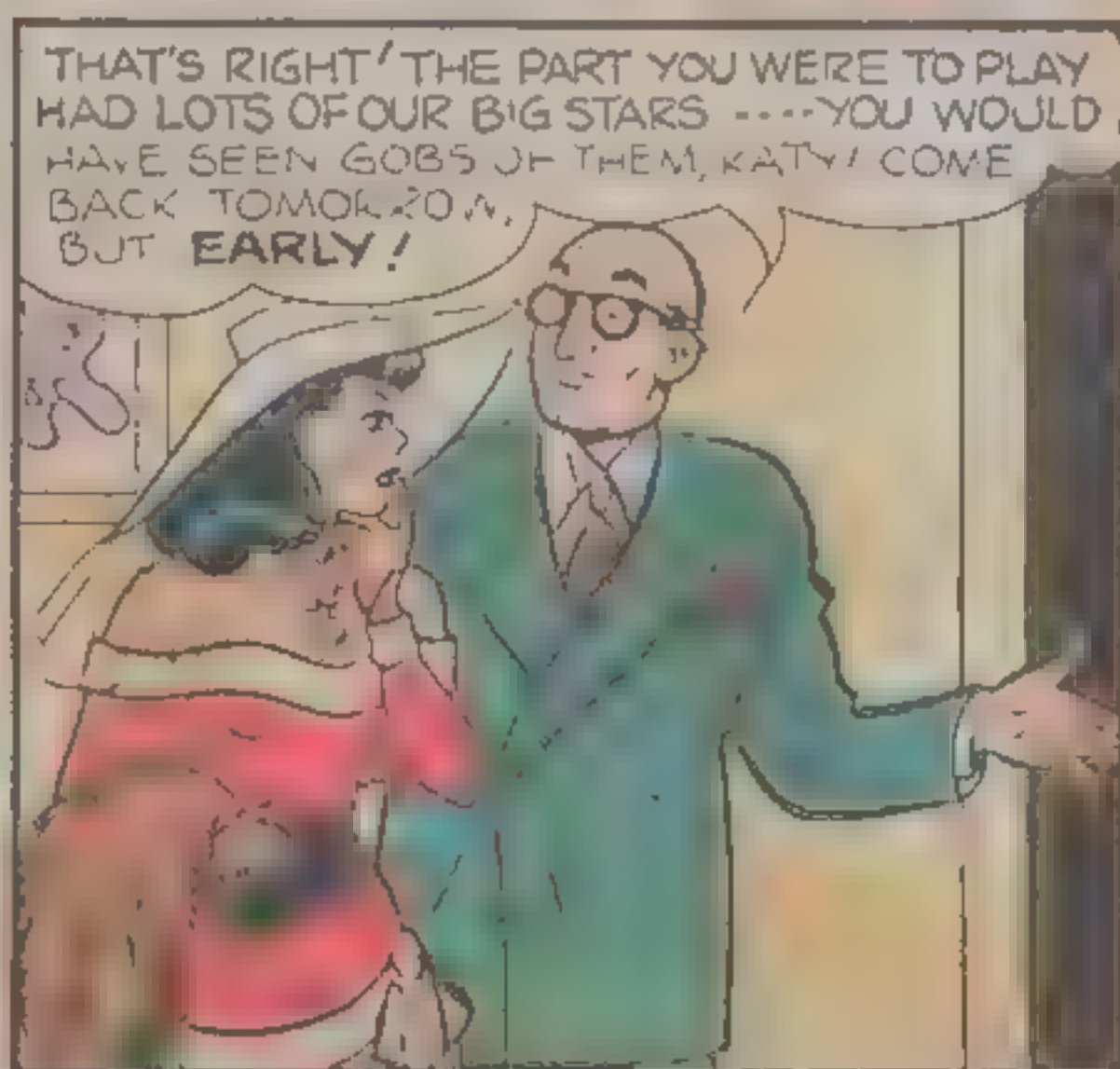
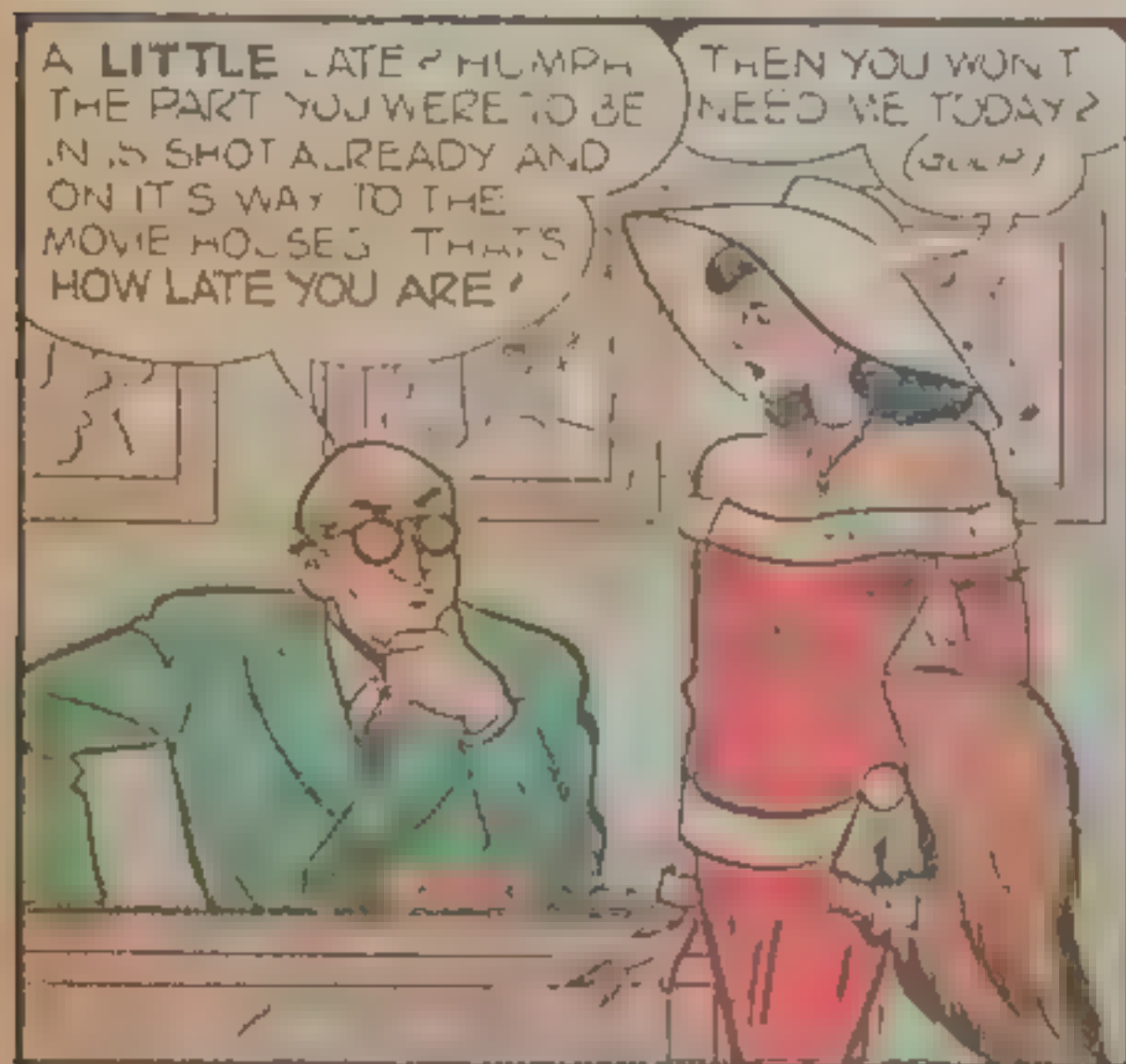
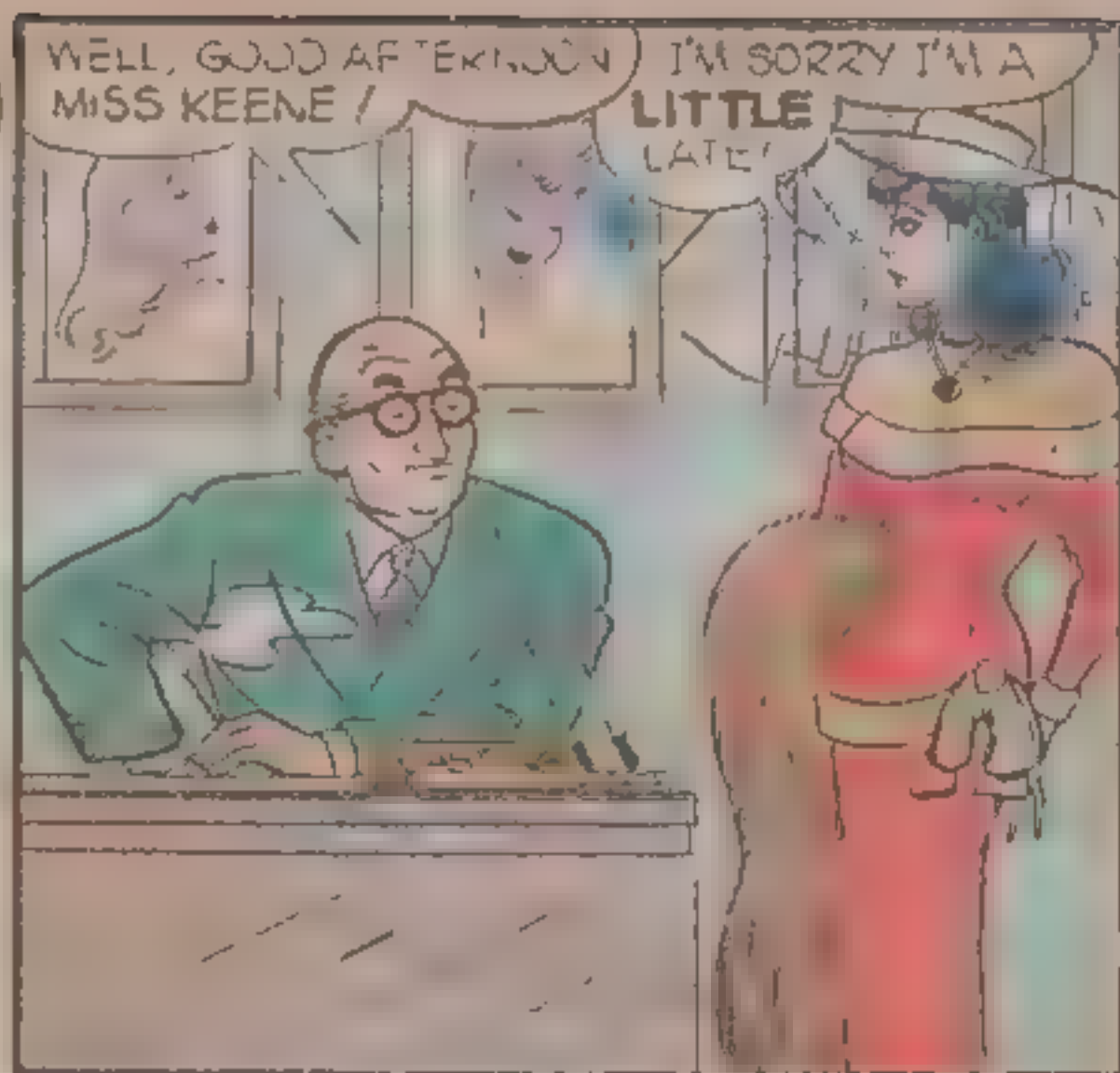


KATY'S NEGLEE by TERRY RUONER 26 CENTRAL ST, NEWPORT, NEW HAMPSHIRE

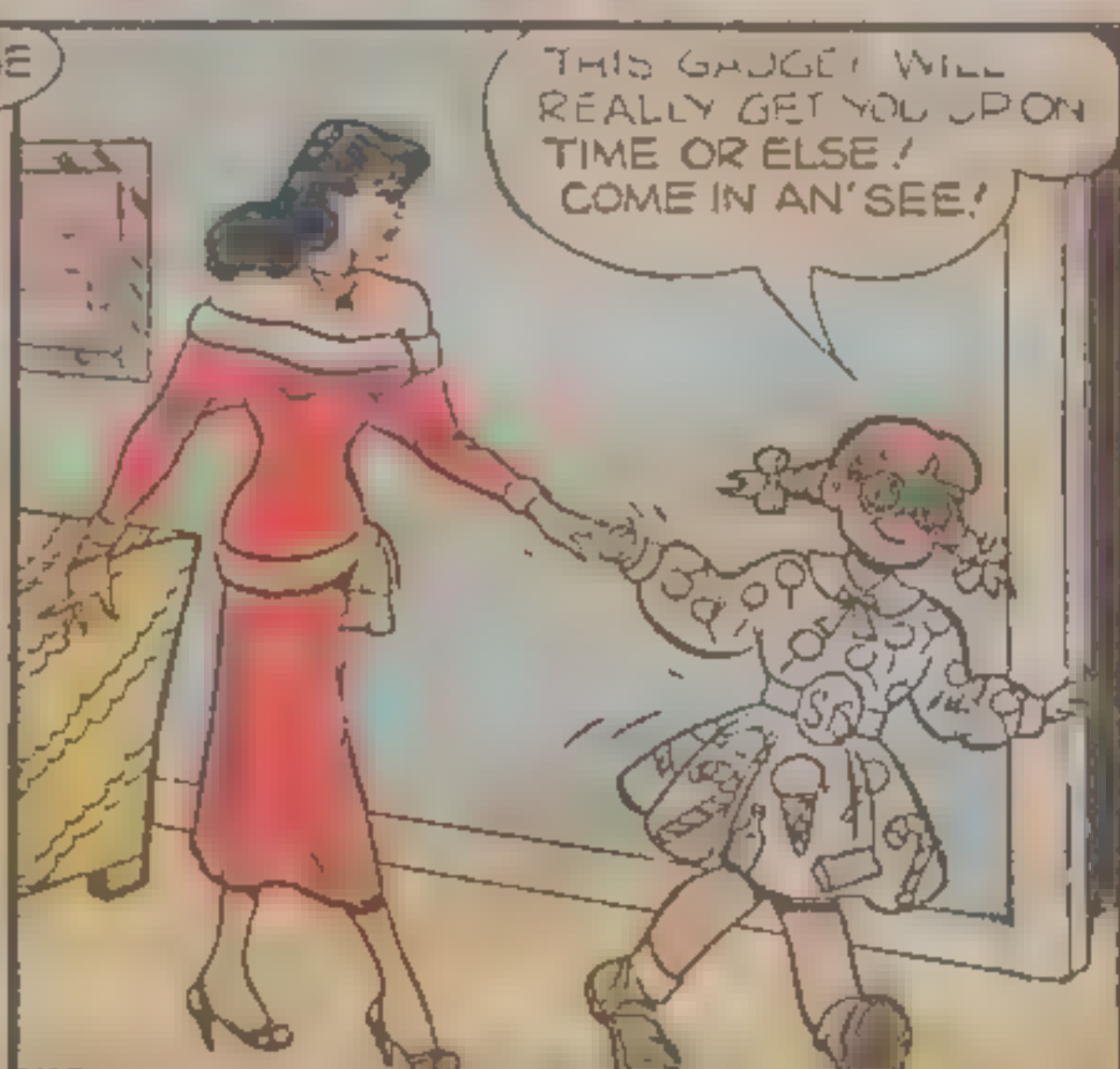
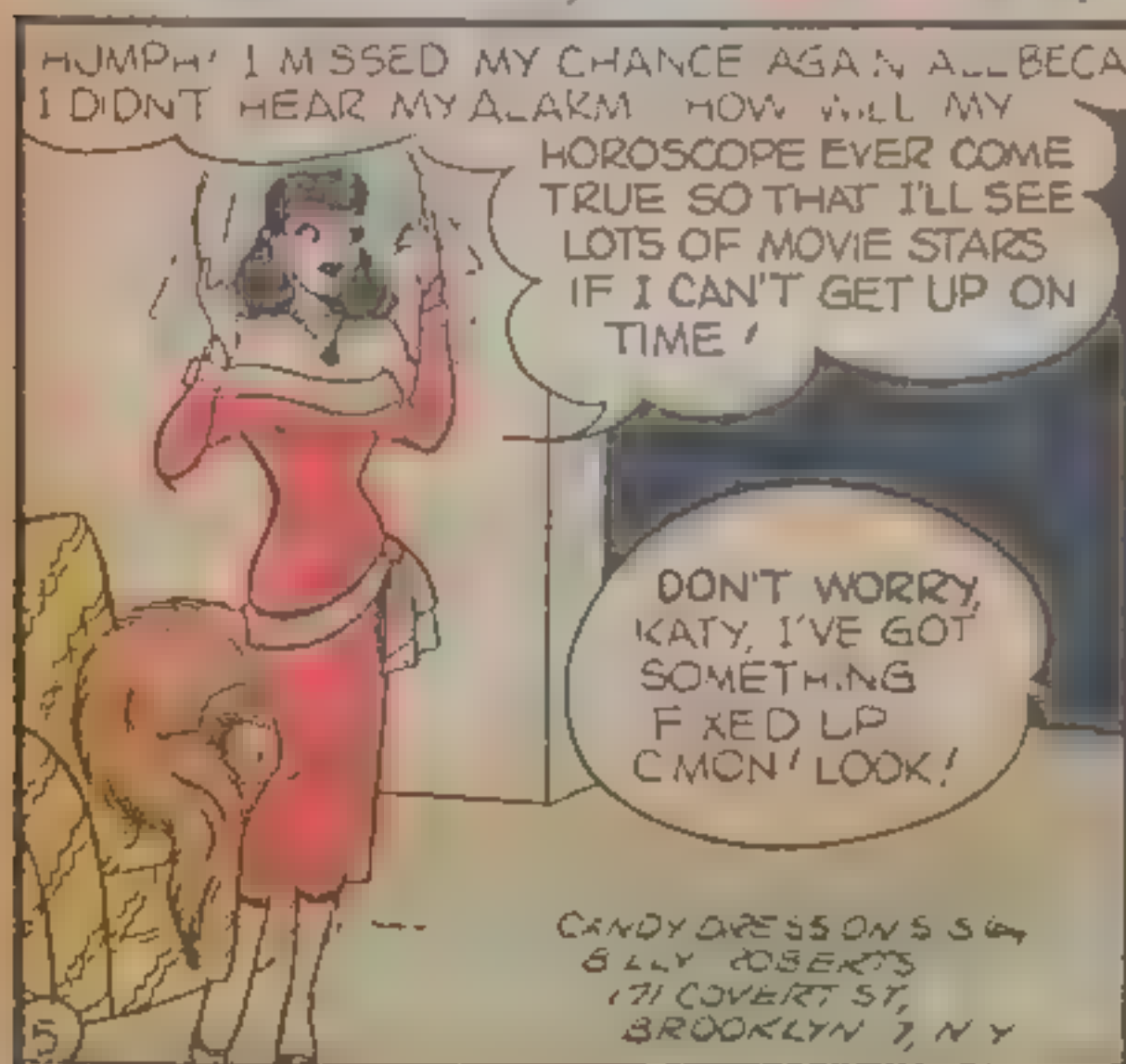


PAJAMAS ON SIS by CAROL EGGLESTON 229 WEST 15TH ST, NEW YORK 11, N.Y.

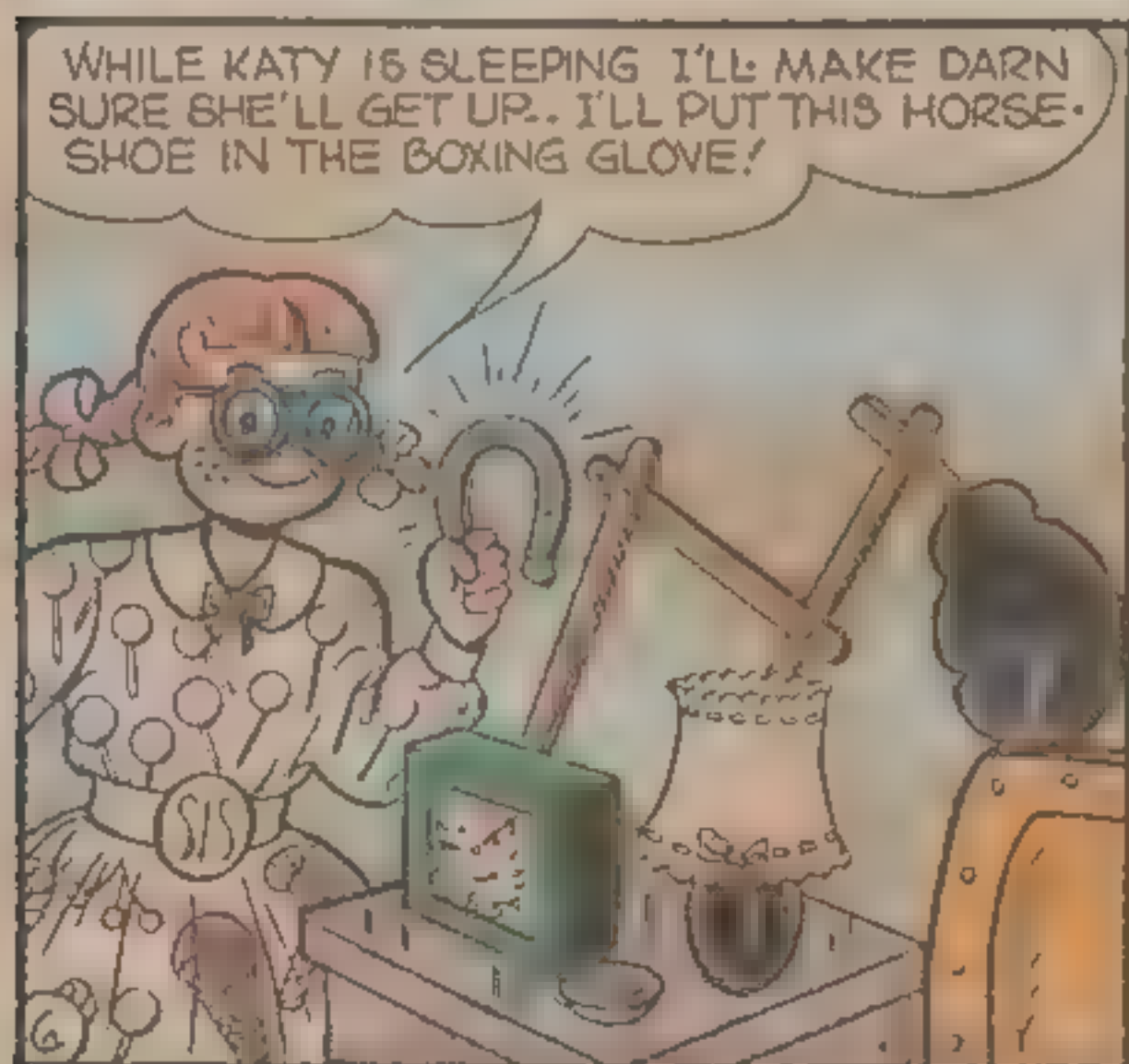
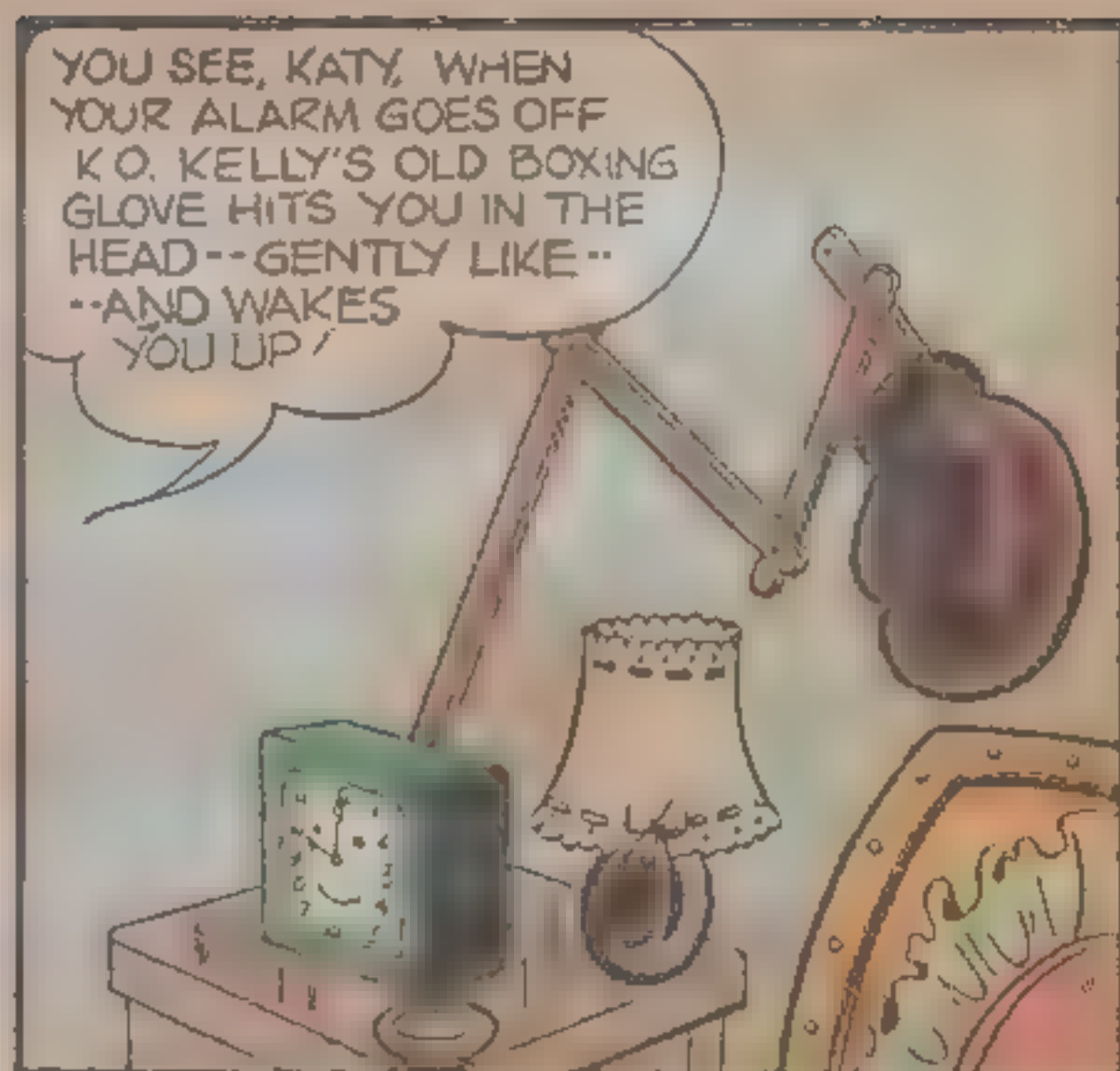
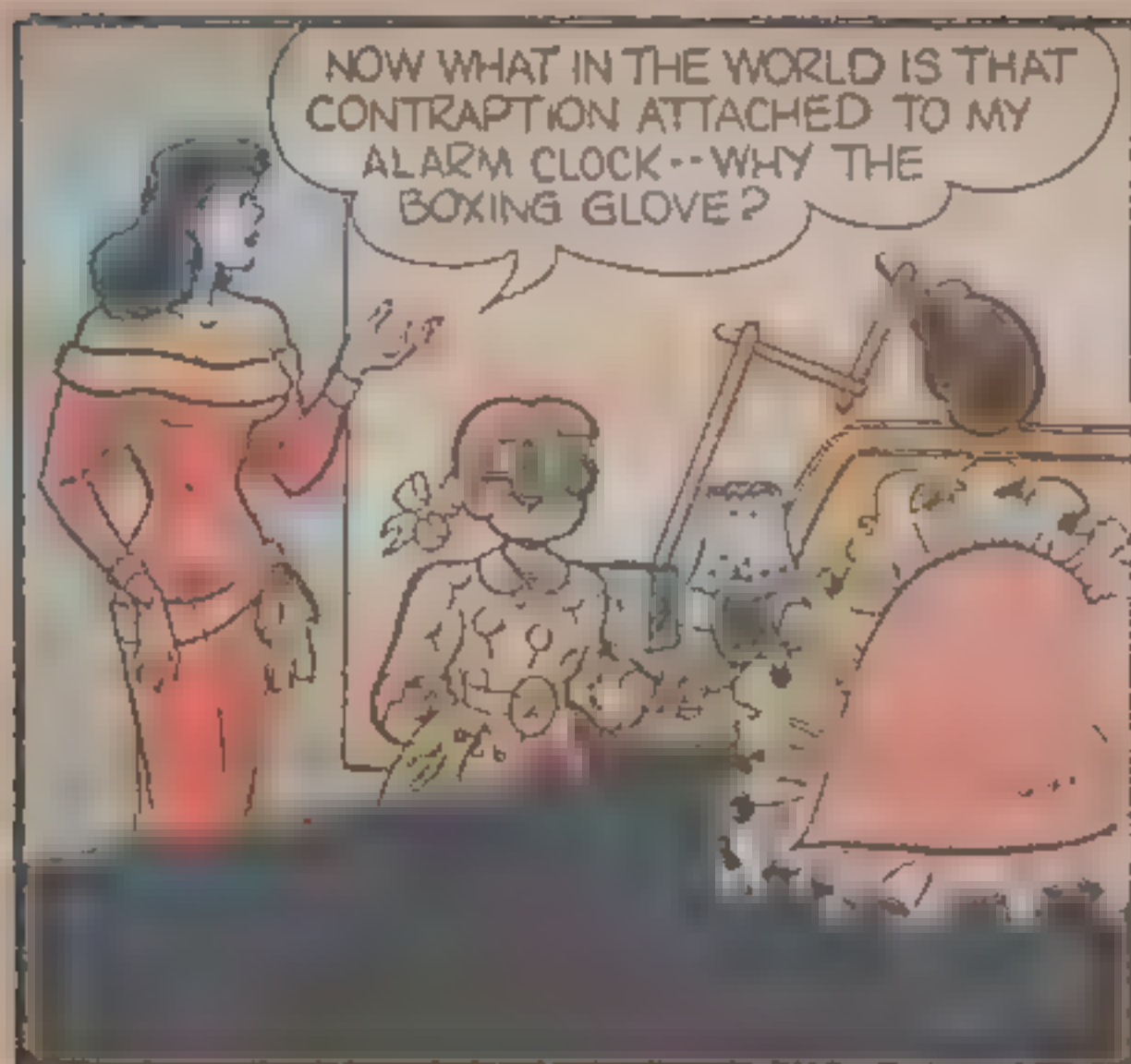




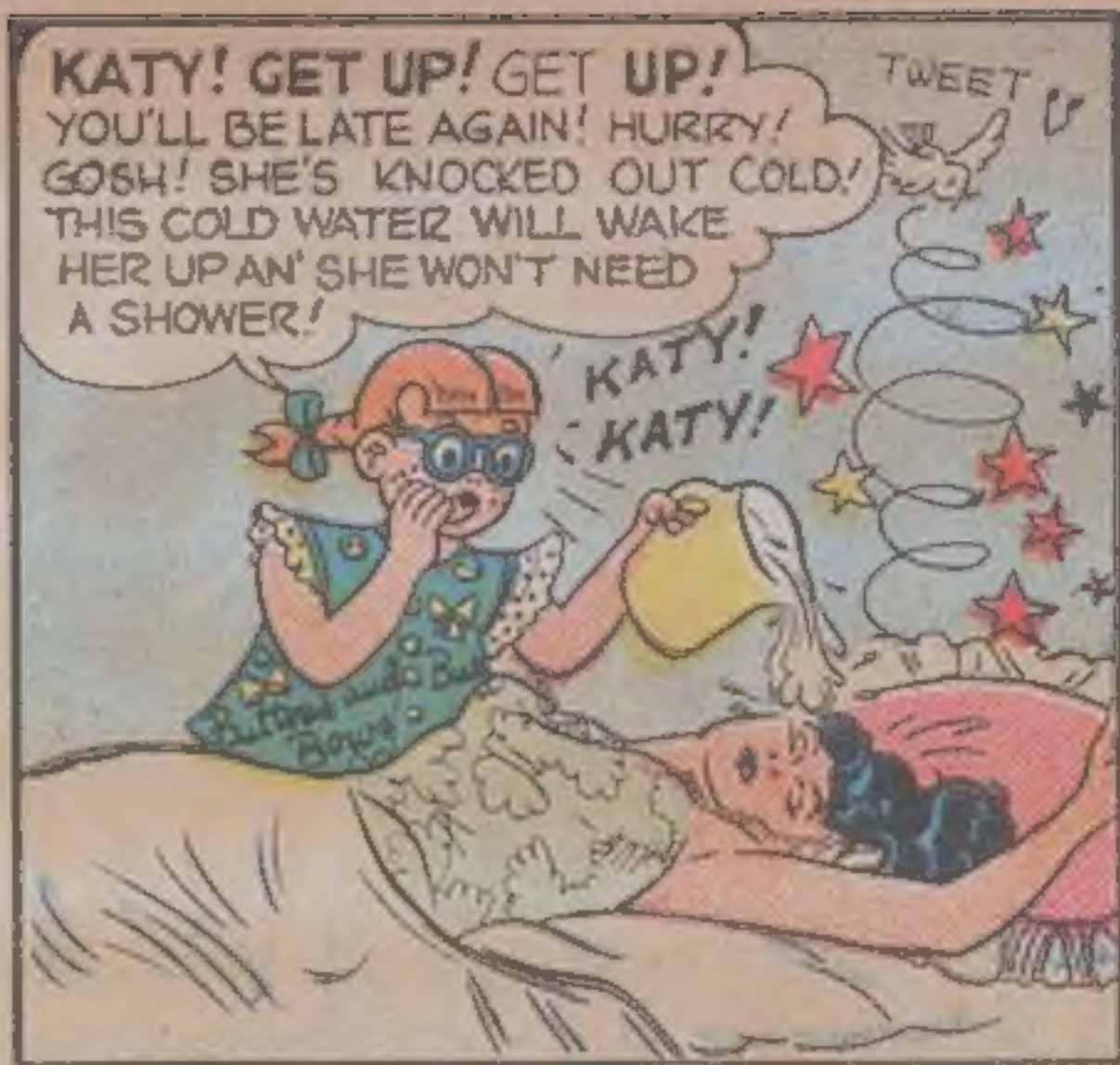
KATY'S DRESS AND POSE BY DONETTE PRITTING, 448 DARTMOUTH BUFFALO IS A Y











BUTTONS AND BOWS PAJAMAS OVSIS by SANDRA JONES, AGE 12, ANKENY, IOWA





**MEDICAL  
DOCTOR says:**



**It's FUN  
to REDUCE  
with KELPIDINE  
CHEWING GUM!**

**NO DRUGS  
NO STARVING  
NO MASSAGE  
NO EXERCISE  
NO STEAMING  
NO LAXATIVES**

**FREE!** A full 25 day  
package will  
be given FREE  
with a 50 day  
supply for \$5.95. That's actually  
a 75 day supply for only \$5.95.

**KELPIDINE CHEWING GUM  
GOOD FOR MEN, TOO**

**"FAT MEN & WOMEN**  
who are normally overweight, will be amazed to  
discover this safe, pleasant, scientific way to lose ugly  
fat and get a slimmer, more attractive figure."

# CHEW IMPROVED FORMULA KELPIDINE CHEWING GUM REDUCE

**UP  
TO 5 lbs. A WEEK**  
With Dr. PHILLIPS REDUCING PLAN

It's really FUN to REDUCE with KELPIDINE CHEWING GUM! This amazing, pleasant-  
tasting chewing gum way to reduce helps you lose ugly fat and take off weight without  
hardships. It's the scientific, safe way to lose up to 5 lbs. a week. Best of all, with  
Dr. Phillips KELPIDINE CHEWING GUM REDUCING PLAN, you eat 3 tasty, well-balanced  
meals every day, and only when you are tempted to take a fattening snack, you chew  
KELPIDINE CHEWING GUM instead, which contains only 3 calories in each delicious piece.  
KELPIDINE CHEWING GUM is wonderful because it pleases your sweet-tooth, yet helps  
to keep you on Dr. Phillips Reducing Plan, which helps you lose ugly fat and reduce weight.

**LOSE 10 - 20 - 30 LBS.**

Men and women everywhere are losing as much weight as they wish since they dis-  
covered this amazing, scientific way to reduce. You can take off 10-20-30 lbs. and still  
eat 3 tasty, well-balanced meals every day. It's really FUN to REDUCE with the Dr.  
Phillips KELPIDINE CHEWING GUM REDUCING PLAN. Why even think of any other way  
to reduce when you can lose pounds and inches and have fun doing it. Don't just wish  
for a slimmer more attractive figure! You can easily reduce to a beautiful, slim,  
glamorous figure, which will give you poise, win new friends, romance and popu-  
larity. Don't deny yourself what you've been wishing for . . . send for your 25 day  
supply of Improved Formula KELPIDINE CHEWING GUM and Dr. Phillips Reducing Plan  
this very minute. 100% guaranteed!

You must lose weight . . . up to 5 lbs. a week . . . or YOU DON'T PAY ONE PENNY.  
Your friends . . . your mirror . . . and your scale must tell you that you have lost ugly  
fat and excess weight, or your money back. What can you lose but unwanted pounds  
and inches, so send the coupon right away.

**25 Day  
Supply  
Only**

**\$2.98**

**Money-Back Guarantee! 10 Day Free Trial!**

Mail the coupon now! Test the amazing Dr. Phillips KELPIDINE CHEWING  
GUM REDUCING PLAN for 10 days at our expense. If after 10 days your  
friends, your mirror and your scale do not tell you that you have lost  
weight and look slimmer you pay nothing.

**SENT ON APPROVAL - MAIL COUPON NOW!**

**AMERICAN HEALTHAIDS COMPANY, Dept. CH-302  
318 Market Street, Newark, N. J.**

Just mail us your name and address, and \$2.98 cash, check or money-order.  
You will receive a 25 day supply of KELPIDINE CHEWING GUM (Improved  
Formula), and Dr. Phillips Reducing Plan postage prepaid.

Name

Address

City  State

☐ Send me Special 50 day supply and FREE 25 day package for \$5.95.

I understand that if I am not delighted with KELPIDINE CHEWING GUM and Dr. Phillips  
Reducing Plan, I can return in 10 days for full purchase price refund.

**LOSE WEIGHT OR NO CHARGE**

MAIL THIS 10 DAY FREE TRIAL COUPON NOW!



# BARGAINS GALORE

BEAUTIFUL  
PSEUDO  
Jewelry  
Masterpieces



## THE COSTUME JEWELRY SET THAT GLAMORIZES YOU!

Perfectly Matching Earrings, Necklace and Ring

The bargain of a lifetime! Imagine — three masterpieces of the costume jeweler's art — all three at the price you'd expect to pay for just ONE of them! All in NATURAL GOLD color effect — today's glamour style!

### 40 MULTI-CUT SIMULATED DIAMONDS!

The "Miss America" set is hand set with 40 multi-cut simulated diamonds made by European artisans. These are not cheap, gaudy plastic stones. Each and every stone is multi-faceted! They blaze with a thousand rays of light! "Fifth Avenue" finish — looks like fabulous \$1,000.00 sets! Well made to last and I-A-S-I! Each set in deluxe Jewel Box.

### WEAR AND ENJOY AT OUR RISK!

So beautiful... so stylish... so smart! You must see and wear this set to truly appreciate it. Try at our risk for 10 full days. See for yourself how they add a touch of magic to your costume... how they win everybody's admiration! Full price back if not thrilled! Don't lose this opportunity! Supply limited! Only one set per customer. Rush coupon NOW. Complete set, yours for only... 4.99

## TAKE YOUR PICK...TRY AT OUR RISK!

Wear, compare, enjoy any of these marvelous rings, jewelry or watches on 10-DAY FREE TRIAL in your own home! SEND NO MONEY NOW! Deposit price, plus postage on arrival. Full price back QUICK if not thrilled! WARNING: War may cause prices to jump sky high. Clip and rush coupon now! This may be your LAST CHANCE to get these truly amazing values!



- |  |  |   |   |  |   |
|--|--|---|---|--|---|
| <b>Loyale Wedding Ring Set</b><br>30 glistening brilliant diamonds to resemble diamonds are featured in famous LOYALE Wedding Ring Set. Gorgeous gold color! So fashionable! Compare! Our price for BOTH... 2.94 | <b>Double Cluster Ring</b><br>Enchanting ring for smart ladies. 88 small Pseudo Diamonds imported from Europe are hand set in twin clusters. Very feminine... dainty... refined! Sensational value, only... 2.95 | <b>Sublime Engagement Ring</b><br>Heavy weight! Beautiful NATURAL GOLD color effect. Has one big Pseudo Diamond with 4 more on sides. Rich "princess" design. Very smart and wealthy looking. Only 2.97 | <b>Smart Dinner Ring</b><br>Multi-faceted. Pseudo Diamonds. Special imported quality make this Natural Gold Color ring an object of real beauty. Gorgeous Styling at a low, low price... 2.99 | <b>New Cocktail Ring</b><br>Really special! 14 sparkling Pseudo Diamonds! NATURAL GOLD color effect! Heavy weight! Centre stone is fabulous "Marquise" cut. Refined style — yours for a lifetime... 2.98 | <b>Royal Peacock Ring</b><br>15 Rhinestones in blazing rainbow hues: Ruby-red, Emerald-green, Sapphire-blue, and Diamond-white colors. Gold plated, exquisitely designed and so dainty! Bargain... 1.99 |
|--|--|---|---|--|---|



- |   |  |  |
|---|--|--|
| <b>Cocktail Watch SET WITH PSEUDO DIAMONDS</b><br>Petite, classic design. Rolled GOLD PLATE (14/60 14 Karat). Swiss 7 JEWEL movement of wonderful accuracy GUARANTEED against mechanical defects! Beautiful. Pseudo Diamonds and rubies set in dial. A timepiece of enchanting beauty — this year's glamour style. Bargain price... 14.00 | <b>Bargain! Ladies' Sportex Watch</b><br>Sturdy, accurate watch ideal for active women, girls, teachers, typists, housekeepers, etc. Luminous hands and numerals, for night reading. Unbreakable crystal. 10-Day money-back guarantee and conditional free service certificate. Only... 7.98 | <b>Sports Queen GOLD PLATED WATCH</b><br>Use this beautiful, rugged watch for work or play! Jewelled Swiss movement gives dependable time. Luminous hands and numerals! Unbreakable crystal! FREE of extra cost — matching Gold Plated band that E-X-P-A-N-D-S! Money-Back GUARANTEE! Big value at... 9.95 |
|---|--|--|



- |   |  |  |
|---|--|--|
| <b>14 Karat Gold VERY PETITE WATCH</b><br>Our tiniest, prettiest watch — incredibly accurate! The case is precious 14 Karat GOLD, thin and trim. Marvelous 17 jewel imported movement. So dainty and stylish! Money-back guarantee! No, it's not 75.00. Our special low bargain price to you, only... 21.50 | <b>Paris Inspiration WATCH WITH 40 BRILLIANTS</b><br>An accurate watch of exceptional beauty! Comes with 40 imported Pseudo Diamonds that glow with dazzling brilliance. Wins attention everywhere, adds romantic charm to your costume. The Paris Inspiration watch is fully guaranteed to delight you or your money back in 30 days! Don't miss this bargain! Only... 9.89 | <b>Your Very Own INITIAL BRACELET</b><br>Hurry! Get your order in now for this divine Initial Bracelet. Rich gold color, heavy link chain construction. It's the latest style sensation that gives a lift to your costume and looks to heavenly. Supply limited. Only one to a customer. Special price... 1.35 |
|---|--|--|



## "Hollywood Star"

LATEST COSTUME  
JEWELRY SET

It's a rage... so original and right for all occasions. Set all over with white stones that sparkle like diamonds. So different from the ordinary. The splendid necklace and earrings match perfectly and will add a dash of magic to any gown. The metal is in the rich, refined color of precious platinum. Especially suited for evening wear. The stones are made to catch and reflect the light rays, surrounding you with their soft glow.

### ATTRACT FRIENDS...WIN ADMIRATION!

You risk nothing. If the "Hollywood Star" set doesn't thrill you — your money comes right back! Don't delay! Get your order in NOW at our very special price for the set of earrings and necklace... 19.98



- |  |  |   |
|--|--|---|
| <b>Beautiful LADIES' INITIAL RING</b><br>Very, very special and so exclusive! Your own initial in raised gold color effect set in a RUBY RED color stone in the centre of a circle of beautiful Pseudo Diamonds imported from Europe. 14 Karat Rolled Gold Plate. Sale price, only... 2.95 | <b>Romantic Love WEDDING RING SET</b><br>Esquisite! Special quality, very beautiful. Square and round Pseudo Diamonds imported from Europe. NATURAL GOLD color. They sparkle with a thousand rays of light, look like \$800.00 sets. Enjoy a lifetime at our unbelievably low price of... 4.95 | <b>"Broadway" COCKTAIL BRACELET</b><br>Here is a captivating simulation of a fabulously expensive cocktail bracelet, costing thousands. Beautifully gold plated and richly set with sparkling diamonds and rubies imitated by European craftsmen. You'll love it. Your friends will gaze with amazement. Truly gorgeous. Sale price... 2.19 |
|--|--|---|



## FOR THE ACTIVE WOMAN Automatic Watch WATER & SHOCK RESIST ...it winds itself...

The carefree watch for freedom-loving, ever-active American women. Set it... then forget it! Winds itself as you wear it. Never overwinds. Drop it... bang it... even go swimming with it! It just defies breakage. Amazing accuracy! Radium dial, sweep second hand, one of the thinnest 17 jewel movements... so tiny and beautiful — you'll prize it a lifetime!

### UNLIMITED GUARANTEE

EXCLUSIVE OF PARTS — never a penny charge for skilled labor! It's tomorrow's watch today. Our outstanding value at only... 29.88

## 10 DAY FREE TRIAL COUPON

Send no money...Just clip and mail coupon to:

PARISIAN BAZAAR, Dept. 118-F  
131 West 33rd Street, New York 1, N. Y.

Write articles desired on lines below. Pay price shown plus a few cents postage and excise tax on delivery. Then TRY 10 DAYS FREE! You take no risk—FULL PRICE BACK UNLESS THRILLED AND DELIGHTED!

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Town \_\_\_\_\_ State \_\_\_\_\_  
NOTE: If you do not know ring size, send thin strip of paper.

## "Eternal Love"

ENGAGEMENT AND WEDDING RING SET

Something special and very pretty! Imagine — 12 sparkling Pseudo Diamonds, imported from Europe, set in a gorgeous Engagement and Wedding Ring Set!... NATURAL GOLD color, exquisite design. Your price for both — 4.89. Yet they look like \$750.00 and more! They sparkle a thousand rays of light! Enjoy a LIFETIME!

### TRY AT OUR RISK!

You can't lose a penny. Try this gorgeous ETERNAL LOVE set at our risk. If not satisfied, we will return the price at once. Don't delay. Order a set today. Don't lose this opportunity. Remember — BOTH rings are yours for only 4.89. MAIL THE COUPON NOW.



# NEW! MAGIC PANEL FEATURE SLIMS LIKE MAGIC! LOOK SLIMMER, MORE YOUTHFUL REDUCE

## YOUR APPEARANCE!



THE FIGURE-ADJUSTER MUST BE THE BEST GIRDLE YOU EVER WORE . . . YOU MUST FEEL MORE COMFORTABLE, and you MUST look and feel younger . . . Your shape MUST be noticeably improved or you get every cent back at once!

No matter how many other girdles you have tried, we believe NO OTHER GIRDLE CAN DO FOR YOU MORE THAN THE FIGURE-ADJUSTER! No other girdle or supporter belt offers you more TUMMY CONTROL, BULGE control, HOLD-IN and STAY-UP power . . . safely, scientifically. No other girdle can begin to approach the miracle-working FIGURE-ADJUSTER feature! Figure-Adjuster is LIGHT in weight (ideal for WARM weather) yet powerfully strong! Figure-Adjuster allows AIR to circulate through it, ABSORBS perspiration, is made by the most skilled craftsmen, and allows you to ADJUST it to just the right amount of BULGE-CONTROL you like and NEED for an IMPROVED FIGURE!

MAGIC PANEL CONTROL: No laces show when you wear a SLIMMING Figure-Adjuster. The control you get is completely COMFORTABLE . . . and GUARANTEES healthful, lasting support. Its satin TUMMY PANEL laces right up to meet the bra—NO MIDRIFT BULGE! LIFTS and FLATTENS the tummy, SLIMS down the waist, TRIMS the hips and eliminates the "SPARE TIRE" waistline roll! The magic ADJUSTABLE, slimming, easily controlled panel is scientifically designed and is the result of testing different kinds of panels on thousands of women! Figure-Adjuster creates the "BALANCED PRESSURE" that gives each bulge the exact amount of RESTRAINT it requires. It gives you the right amount of SUPPORT where YOU need it MOST! Let Figure-Adjuster give you MORE figure control . . . for more of your figure . . . let it give you a more BEAUTIFUL FIGURE . . . the slimmer, trimmer figure that INVITES romance. You ACTUALLY APPEAR SLIMMER AT ONCE WITH THE MAGIC PANEL control of Figure-Adjuster. Colors nude, blue or white. Sizes 24 inch waist to 48, only \$4.98.

### MAKE THIS TEST WITH YOUR OWN HANDS!

Clasp your hands over your ABDOMEN, press upwards and in gently but FIRMLY. You feel better, don't you! That's just what the UP-LIFT adjustable FIGURE-ADJUSTER does for you, only the FIGURE-ADJUSTER does it better. MAIL COUPON AND TEST IT AT HOME FOR 10 days trial at our expense! NO OTHER GIRDLE AT THIS PRICE CAN GIVE YOU BETTER SUPPORT, can make you look better, feel better or appear slimmer and younger! Sizes 24 to 48 waist.

### 100% MONEY-BACK GUARANTEE!

Test the Figure-Adjuster at home for ten days trial at our expense! It's sent on approval! It must do all we claim for it or return it after ten days and we'll send your money right back. We take all the risk . . . that's because we know that even though you may have tried many others you haven't tried the BEST until you have tried a FIGURE-ADJUSTER! MAIL COUPON NOW!

**Guaranteed to Delight or Your Money Back . . . 10-DAY TRIAL OFFER!**



THE FIGURE ADJUSTER  
GIRDLE COMES IN PANTS  
WITH DETACHABLE  
CROTCH AND REGULAR—  
IT LIFTS AND  
FLATTENS TUMMY, SLIMS  
DOWN THE WAIST,  
TRIMSHAPES  
AND ELIMINATES THE  
"SPARE TIRE"  
WAISTLINE ROLL!

TRULY SENSATIONAL AT

**\$4.98**  
NOW formerly \$6.50

TRIM UNWANTED INCHES  
OFF YOUR MIDRIFT.

waist and hips with real breathe-easy comfort. New scientific construction whittles away rolls and bulges . . . slimming, easy-to-adjust rayon satin tummy panel laces right up to your bra. In powerful elastic. White, light blue or nude. Small (25"-26"), Medium (27"-28"), Large (29"-30"), Extra Large (31"-32"). Also "PLUS" sizes for the fuller figure, XX (33"-35"), XXX (36"-38"), XXXX (39"-40"), XXXXX (41"-44").

You will feel like this beautiful model in your new and improved cool—light weight FIGURE-ADJUSTER.

### WHY DIET? TRY IT!

- TAKES INCHES OFF TUMMY!
- RAISES ABDOMEN AND KEEPS IT IN!
- LIKE MAGIC IT BRINGS IN WAIST
- MAKES SPREADING HIPLINES CONFORM TO FIRM BEAUTY
- SMOOTHES AND SLIMS THIGHS
- MAKES YOUR CLOTHES FIT BEAUTIFULLY

### GIFT!

"SECRETS OF LOVELINESS" booklet tells how to take advantage of correct choice of clothes, proper use of make-up and other secrets to help you look years younger. Pounds and inches slimmer, will be included with your order.

For Your  
Figure's  
Sake  
MAIL  
THIS  
COUPON  
NOW!

### SEND NO MONEY

FIGURE-ADJUSTER CO., DEPT. FA-267  
318 Market St., Newark, New Jersey

Yes! Please rush "FIGURE-ADJUSTER" on approval. If not delighted I may return girdle within 10 days.

☐ I will pay postman \$4.98 plus postage.

☐ I enclose \$5.00, cash, check or money order, send postage prepaid. (I save up to 75c postage.)

Color \_\_\_\_\_ 2nd color choice \_\_\_\_\_

Size \_\_\_\_\_ Panty Girdle \_\_\_\_\_ Girdle \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Please PRINT carefully. BE SURE TO GIVE YOUR SIZE